

THE WHITTIER PICTORIAL

DR. A. O. HOLSTENBERG
402 S. GREENLOAF AVE.,
WHITTIER, CALIF. 90610

May 3, 1951

IN THIS ISSUE

- ★ *The Pictorial's First Year*
- ★ *Whittier's 8,000 Palms*
- ★ *Local A-Bomb Shelter*
- ★ *The Perry Home*



Weatherby's PRESENTS

Such a Beautiful Way
to Cook...on a

TAPPAN

GAS RANGE

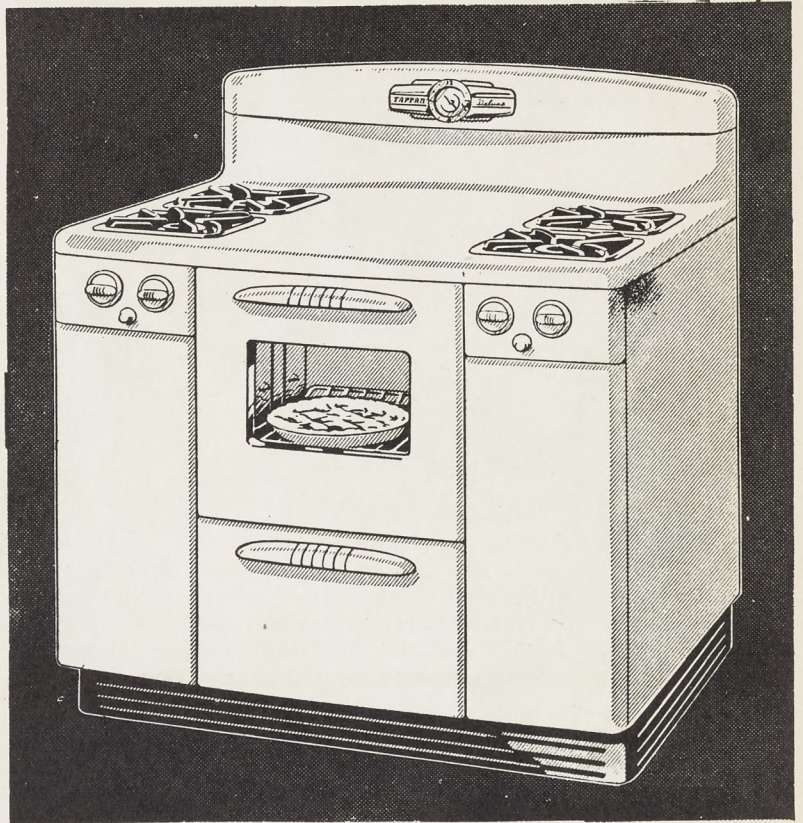
A Tappan looks so good . . . cooks so good . . . you'll say, too, "It's a beautiful way to cook." Here are two beautiful Tappan Gas Ranges. And they're just as practical, just as economical as they are beautiful.

Come in and let us show you these convenient, time-saving, money-saving features...

- Visualite oven with "see-through" door
- Chrome oven interior heats quickly, is easy to clean
- Divided top with extra work or serving space
- CleanQuick smokeless broiler with chrome pan and grid



A BEAUTIFUL BUY
AT
269.95



Model VK-63



Model D-72

- Neat cove top with built-in light
- Horizontal, easy-to-read dial timer
- Concealed oven venting
- Four Simmerset top burners
- Roomy utensil storage
- Spacious oven with heat control
- Lifetime guarantee on all burners and oven bottom

189.95

Open Every Monday 'Til 9 P.M.

See for Yourself the Range for
YOUR Kitchen

Weatherby's

SINCE 1921

409 W. Philadelphia St.

The WHITTIER PICTORIAL

Whittier's Own Local Picture Magazine

Published every other Thursday at Whittier, California

Charles N. Pollak II, Dan L. Thrapp, PUBLISHERS. Don Kracke, STAFF CARTOONIST; Jane Estep, STAFF PHOTOGRAPHER; Harry Cuthbertson, ADVERTISING MANAGER. EDITORIAL AND ADVERTISING OFFICES: Room 129, Emporium Building, 133 E. Philadelphia St.; Tel. OXford 45-0274, 4-3879. SUBSCRIPTIONS: one year (26 issues), \$3.50. Subscriptions accepted by telephone or mail at above address, or may be left at 114 E. Philadelphia St. Composed in Whittier by Myron W. Martin Typographic Service. Application for entry as second class matter is pending.

VOL II, No. 1

MAY 3, 1951

NEW STAFF PHOTOGRAPHER

THE PICTORIAL is pleased to announce that Mrs. Jane Estep has joined its staff as photographer, replacing Charles (Bud) Lonzo who has resigned to resume his career as a free-lance. Mrs. Estep is particularly well qualified for her new job. She has had more years than she likes to remember experience at advertising photography, and worked for more than a year as photographer for the Los Angeles Daily News. She lives with her husband, a composer, on Workman Mill Rd.

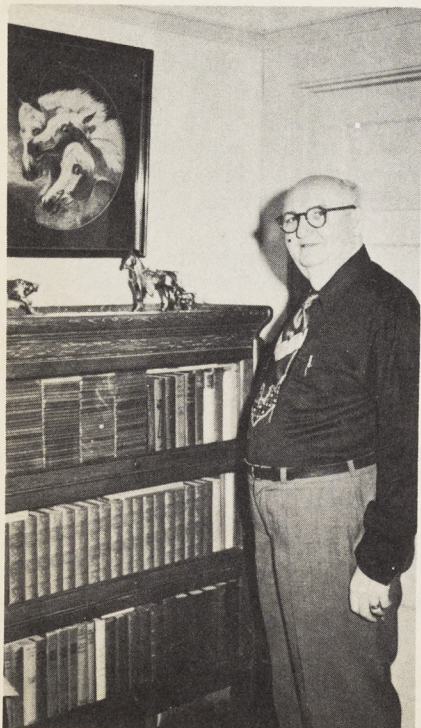
Bud Lonzo, who ably handled THE PICTORIAL's camera work since early last summer, will make his free-lance headquarters at his home, 10400 Gunn Ave., post office box No. 616.

COVERING THE PICTORIAL



This year it's a freshman—Jacquelynne Wilson, 121 Vicki Dr.—who's serving as student director for the high school's annual spring play, "Junior Miss," given April 26-27 in the auditorium. Jacquie prompts faltering actors, rounds up wandering ones and makes herself generally useful to Mrs. Kathrine Grassell, drama department head. Even more important, Jacquie has dimples.

A MASTER PENMAN PASSES



It was with deep regret that we learn of the death recently of Virgil Sarff, long-time Whittier barber who was featured in a lead article in THE PICTORIAL for February 1 of this year.

In addition to being an expert barber, Mr. Sarff was an accomplished penman of the old school and his art was used to illustrate the article about him. He was one of that vanishing company of penman whose flourishes delighted millions in this country late in the 19th and early in the 20th century. Often he received letters from the few penmen over the nation as accomplished as he who still practice their art, refusing to surrender to the typewriters and other gadgets of the machine age. These letters were easily identifiable. The envelopes were addressed with a flourish and usually a flowery dove or two would be added by way of embellishment.

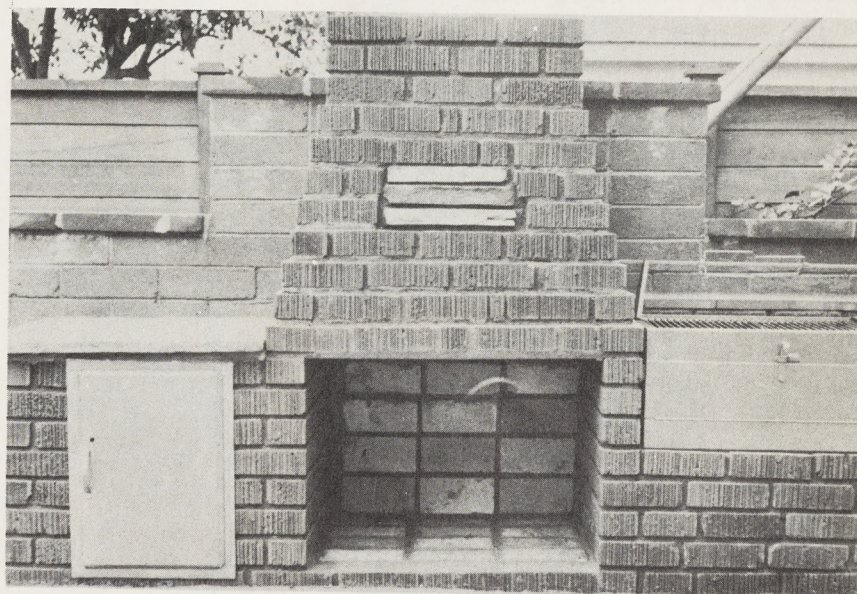
Until shortly before his death, Sarff practiced his art, asserting that the continued work helped him to improve still further his skill. The accompanying photograph shows this artist standing beside a picture he once drew with pen and ink—one of several such examples in his home at 309 S. Milton.

Appropriate Mother's Day Gifts
at
Sy's LUGGAGE SHOP
LUGGAGE • WEEKENDER • WORLD TRAVELLER

- LEATHER GOODS
- LADIES' HANDBAGS
- TRUNKS - LUGGAGE
- GOLD STAMPING

SY VOLCHOK
172 S. GREENLEAF AVE. OXFORD 4-7156

BARBECUE PITS



Type "A" Barbeque Pit erected for Mr. and Mrs. Charles B. Smith, 7406 Glengarry, along with patio in foreground.

ATLAS FENCE

TIME PAYMENTS ARRANGED

BARBECUE PITS AND PATIOS A SPECIALTY

We make commercial gates to order for any type installation. Free estimates and reasonable prices. We also install Wave-block, Redwood, Concrete Block and Chain Link fences.

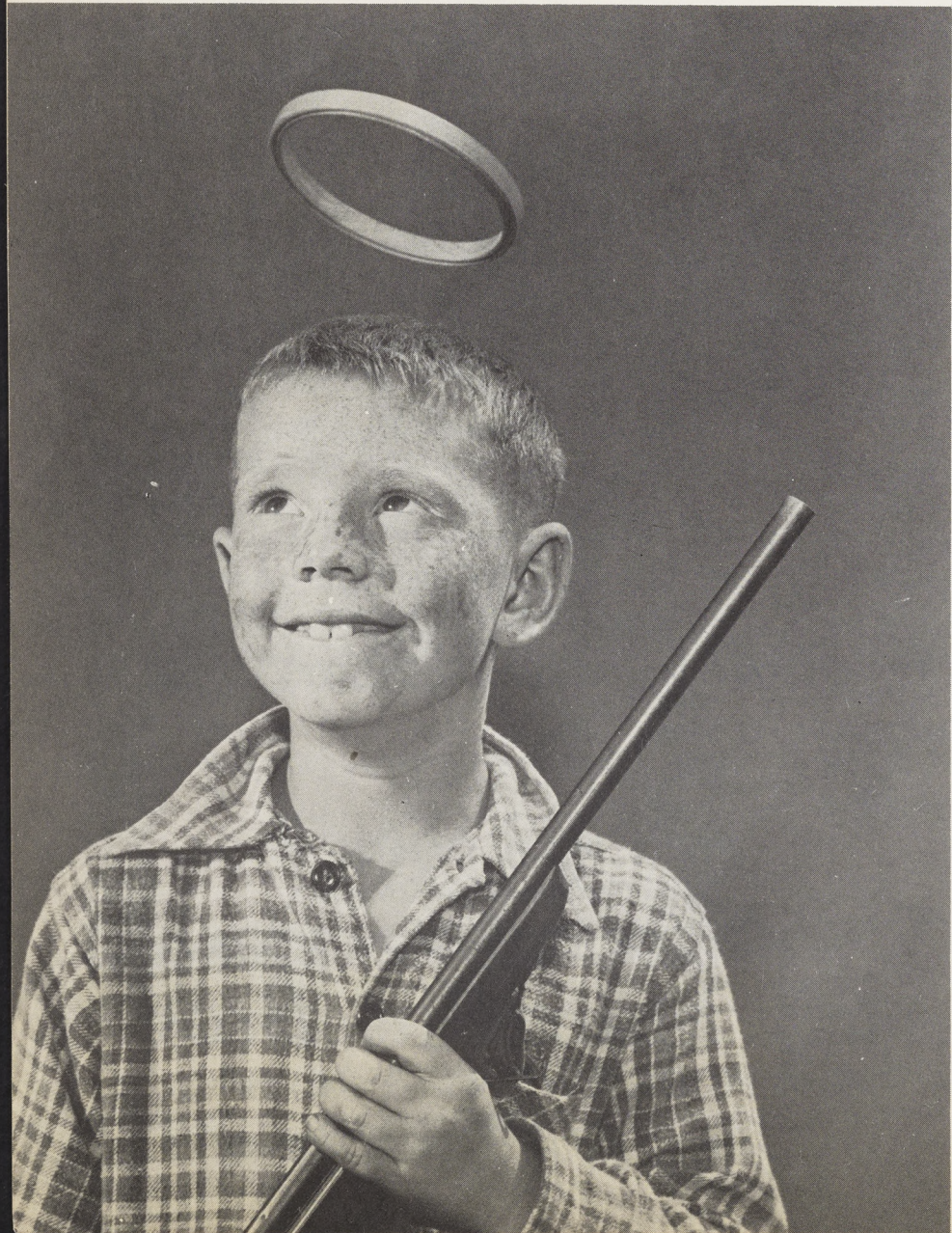
9502 E. Whittier Blvd., Pico
OXford 9-6593 ANGelus 9-6659

"Atlas carries a World of Fencing"



⬆ This high school throng landed on cover of Vol. I, No. 1 after being briefly bottlenecked near exit after last afternoon class.

This was The Pictorial's first cover but few Whittierites saw it. Entitled "Through Mother's Eyes," it was cover shot for limited sample edition publishers produced to show potential advertisers what magazine would look like. Photographer: John Wippert, of the Circle of Confusion. ⬇



We Are One

A Few Remarks Commemorating the Beginning of The Pictorial's Second Year as Whittier's *Only* Bi-Weekly Picture Magazine Comes of Age

*This is the Age of Magazines—
Even skeptics must confess it:
Where is the town of much renown
That has not one to bless it?**

A year ago—on April 27—the first issue of THE WHITTIER PICTORIAL hit the streets, somewhat to the astonishment of the magazine's staff of three. Whittier's citizenry took the blow good-naturedly with the result that today, 26 issues later, we find ourselves with a first anniversary to celebrate.

Groping vainly for clichés suited to our feelings on this momentous occasion, we find ourselves wondering what—if anything—we've proved by one year of continuous publication. Has the magazine interested enough readers so that its existence is justified? Are they getting their 15 cents' worth? Are the advertisers—they spent more than \$20,000 on it—getting their money's worth? Is the idea of a local magazine a sound one?

About the number of readers: we began by guaranteeing to our advertisers that we would sell 2,000 copies of each issue. How, the skeptic wants to know, can anyone *guarantee* to sell anything? Taking into account the Whittier area's population, we made what we hoped was a shrewd guess. As it happened we guessed right—luckily: with paper alone costing over \$100 per issue, we couldn't afford to print more magazines than could be sold.

By the time the fifth issue came along, we upped our press run to 2,500 on the strength of an article about city politics of more than routine interest. But, on subsequent issues during the summer reading doldrums, we went back to 2,000. There we stayed until autumn, when we managed to stabilize at 2,500 again. In recent weeks the magazine has departed twice from this level and from its customary 24-page format. It came out with 36 pages and 3,500 copies on March 8, and 32 pages and 3,000 copies on April 19. We are now trying to see if we can sustain a circulation of 3,000.

Ad Rates Rose

Life Magazine is said to have had serious financial troubles during its first year because its circulation outran its advertising rates. A picture-hungry public forced it to print a great many more magazines than its advertising contracts justified. THE PICTORIAL experienced a poor man's version of the same. It printed a total of 7,000 magazines over its guarantee up to mid-March. At that time a small increase in ad rates helped cover skyrocketing production costs.

THE PICTORIAL, like many a young publication, had one foot in a familiar vicious circle. In order to prosper, it needed more advertising. To get more ads, it had to be able to offer more circulation. But it costs money to increase circulation, so it needed the proceeds of increased advertising—ad infinitum. The people who could show the way out were—and are—the humble readers. If enough of them liked the magazine enough to shell out 15 cents every two weeks, its success was assured.

But was it worth 15 cents? Now and then our newsboys report that a potential customer will take a copy, leaf through it quickly and return it with a growled, "Nothing in it—it isn't worth the money." To our staff members who toiled through many a 72-hour week to produce the publication, those are invariably rude words. Yet, we uphold his right to keep his 15 cents if he so chooses.

Over 100 Advertisers

Acceptance of the magazine apparently has been good. More than 500 persons receive yearly subscriptions. Well over 100 local businesses have advertised in it. Many local residents have contributed ideas for stories and pictures

**from the Cincinnati Literary Gazette, 1824.*

(though a determined minority insists on calling us the "Pictorial Review").

Beginning last June we took a stand on city affairs and have been cussed and re-cussed for it. "I think, very shortly, you are going to be handed an invitation to vamoose somewhere beyond the Whittier city borders," wrote an anonymous admirer in December. "It stinks," was the comment on a PICTORIAL editorial made by another reader. By and large, the public's reaction is summed up in the vapid words, "You have a nice little magazine there." Such words are pleasant; however, we prefer to hear from the rare critic who takes us apart and puts us together again—constructively. He helps us to improve our product.

In an effort to give readers their money's worth, we have served a varied diet of biography, articles, commentary, fiction and verse, in addition to lots of pictures and the stories that accompany them . . . some 2,000 pictures in all. Some of the men and women sketched in words were Paul S. Smith, Whittier college authority on the U. S. Constitution (June 8); Vic York, oilman and philanthropist (Oct. 12); Herb Wennerberg, youthful high school superintendent (Nov. 9); Sen. Richard M. Nixon (Nov. 23); Chief Newman, college football sage (Nov. 23); Kay Waymire, Star-Reporter editor (Jan. 4); Lynn Machamer, renowned gunsmith (Jan. 4); Larry Magee, Rivera's personable school superintendent (Jan. 18), and beloved barbers John C. Scott, Clarence S. Cole and the late Virgil Sarff (Feb. 1).

We Stood

Also, THE PICTORIAL has taken a stand for and against various things during the year. We wrote about city government (against the councilmen who sabotaged the city manager); about a youth center (we wanted it finished); about a city zoo (we favor one); on mental health (we want people to understand it); about Jimtown (we hope it will annex to Whittier); on local artists and writers (we want their work in THE PICTORIAL); about the local symphony society (we want the Los Angeles Philharmonic back here next season), and about Easter week in Balboa (we were for fun and against sin).

In addition, we described the effects of an imaginary atomic blast on Whittier, began a series of inquiries into the lives led by local wives and published lots of pictures of pretty girls.

Most Advertisers Happy

While the readers seemed to thrive on this fare, what about the advertisers? The overwhelming majority of Whittier businessmen, long branded as conservative, readily accepted THE PICTORIAL although the concept of a local magazine was a new one. Because the magazine is published every two weeks, stores that thrive on sizzling weekend price reductions generally stayed with other advertising media. Nevertheless, stores selling everything from fountain pens to furniture liked the profusely illustrated ads the magazine could offer them. Other firms that depend on selling services rather than merchandise



Pictorial artist David Jaquith envisioned this answer to recurrent problem of how to get wife to help trim grass.

came to regard the magazine as an ideal medium for keeping their names before the public.

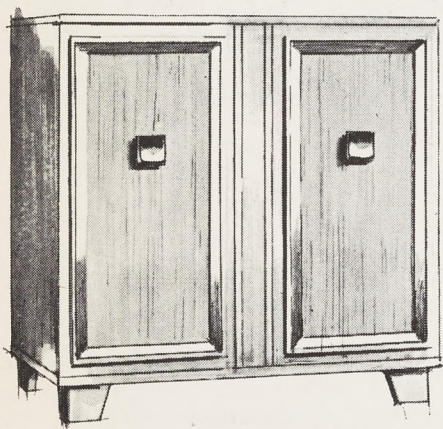
A brief sampling of advertisers who got concrete results from THE PICTORIAL includes Bob Fowler, manager of The Colonial Shop, who says, "We sold enough furniture from one ad in the magazine to pay for an entire year's advertising." Also, Barr Lumber Co., whose manager, Jim Martindale, recorded "over 15 calls" as a result of an ad for a \$22.95 work bench. Mrs. Dorothy Stickel, of the Jeronley Dance Studio, gained nine new pupils from two PICTORIAL ads. Whittier Kindergarten and Nursery School received 49 calls and 11 new children from magazine advertising, according to Director Veta Lindsey. And another concern landed \$300 worth of business from a \$22 ad.

THE PICTORIAL was started by Lee N. Slinkard, owner of Lee's Photo Supply, and Charles N. Pollak II, a former United Press correspondent in Argentina and public relations counsel in Venezuela. On October 1, Slinkard opened a new, larger store on Whittier Blvd. and his interest in the magazine was acquired by Dan L. Thrapp, formerly of West Chicago, Ill. Until recently a United Press correspondent in Buenos Aires, London, Rome and Athens, Thrapp studied at Wisconsin, Illinois and Missouri universities and at the Chicago Art Institute. A decade ago he made an epochal 800-mile muleback trip from Argentina to Bolivia; hence when war came it was no surprise that he was made a mule-pack officer in Burma and China.

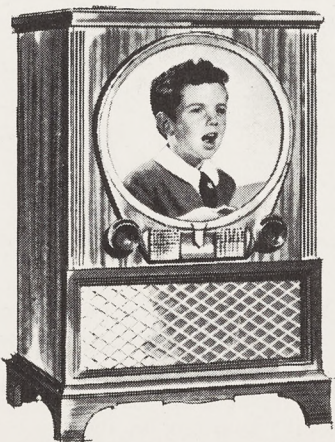
We Thank—

Any young enterprise owes a great deal to its friends and THE PICTORIAL is deeply indebted—to name a few—to William G. Weiler, for genuine Quaker

Ladies, we've been reading your males...



New Zenith "Wordsworth" TV-Radio-Phonograph.
Blonde modern cabinet in Gold Coast Afara solids and veneers. 165 sq. in. Reflection-Proof Screen. New "Cobra-Matic" record changer plays all speeds from 10 to 85. FM-AM radio.



New Zenith "Aldrich" TV Console. 18th Century cabinet in Mahogany veneers and selected hardwoods. 165 sq. in. Reflection-Proof Screen.



TELEVISION



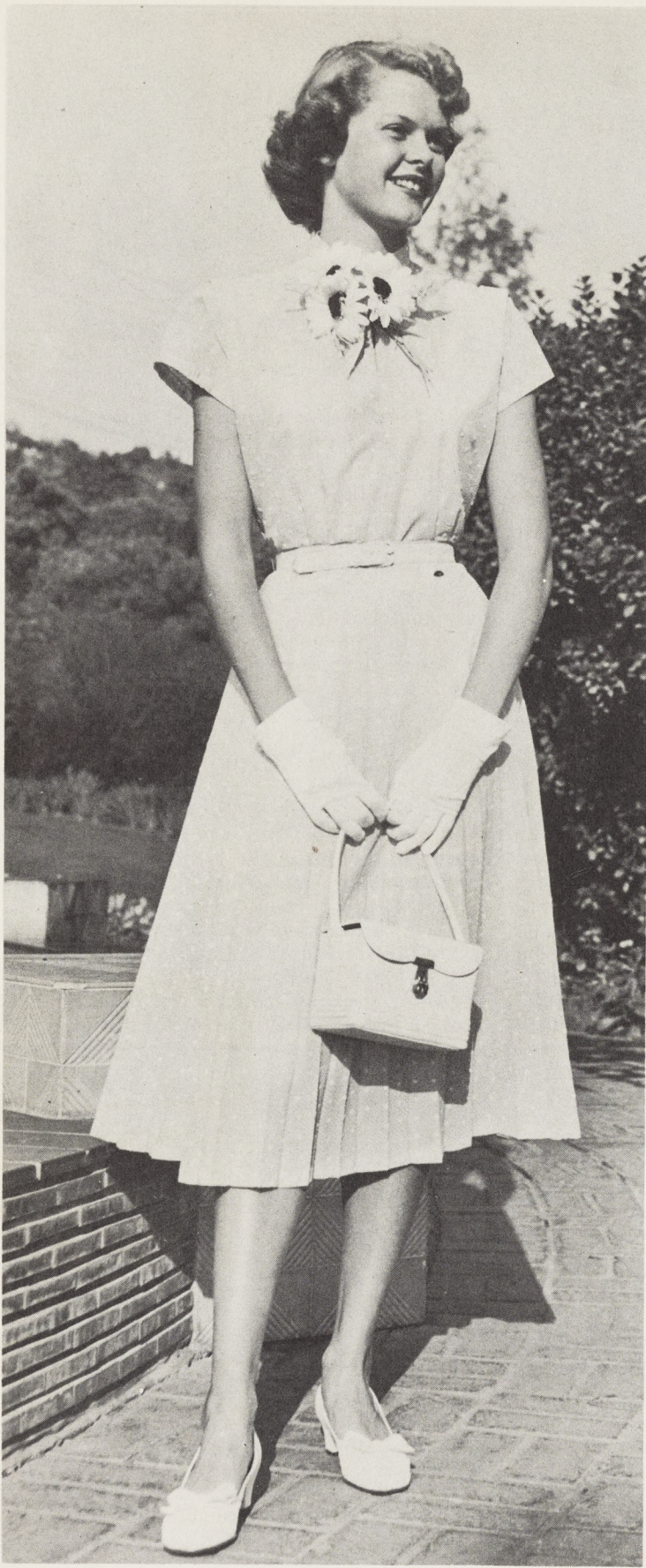
It seems, from all we can gather, that at least nine out of ten of the males in your lives are dead set on having baseball, football, wrestling, boxing and the like served in your living rooms—via the magic of television. ◇ And you think it's wonderful—but—you'll be hanged if your divinely arranged living room will be cluttered up with a cross between a juke box and Aunt Hattie's sewing table. ◇ Ladies—we're all sympathy. And when you view Zenith's 1951 achievements in cabinetry and design—you'll see exactly what we mean. ◇ From the lowest to the highest priced—you'll see simplicity, character and good taste combined to blend happily with your present decor. Gingerbread is as absent as a hobo at the Stork Club. And whether your present scheme leans to French Provincial, Modern, Chippendale, Antique, Eighteenth Century Italian or other periods—you'll find a superbly crafted Zenith Television receiver to fit like a glove.

Marcellus Bros.

PICO JEWELRY & TELEVISION

9211 E. WHITTIER BLVD.

OX. 9-7500



Lee Smith

MOONBEAM NYLON

Mallinson's 100% nylon with a rayon flock dot pattern is deftly moulded in a smart summer fashion. The pleats are permanent. The garment is guaranteed washable.

22.95



Pictorial photogs must always be ready to go (we now have a lady photographer not shown here.)

This showed how editors felt after producing first issue. They still feel that way.

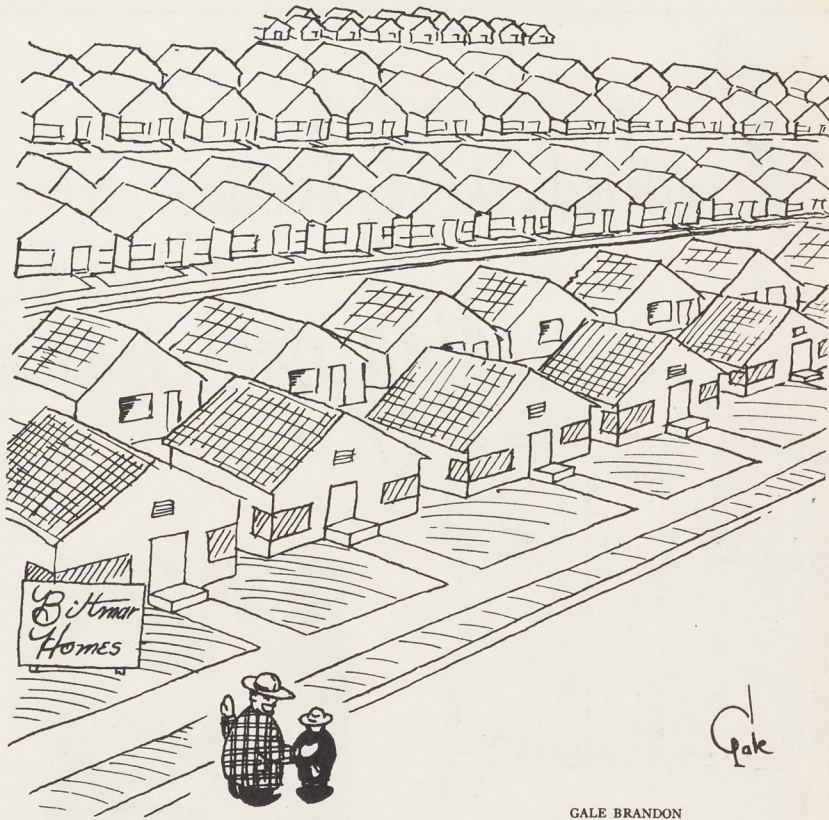
friendship; Andy Cummings, for initial encouragement and photographic contributions; Jack Corcoran, for backing something he hoped would be an asset to the community; Blanche Hutcheson, for much exacting artwork; Mabel George Haig, for mental stimulus; Marjorie Saville, Margaret Bonham, Kay Lowery, Hank Litten, Art Adams and Mel Aldrich, our underpaid contributors of editorial material; Patricia Grisham, for many hours of careful paste-up work; David Jaquith, for skillful art and layout work; Lee Slinkard, for service as an elder statesman; Martha Pollak, for valiantly sharing the work load, and Margaret Spetka, for a million and one helpful things.

Although many of our advertisers have over and over again demonstrated their faith in this new kind of advertising medium, we are especially appreciative of firms which never missed an issue during our first year: Urlich-Gibbs Motor Co., The Widdicombs, The Colonial Shop, Jack's, Lee's Photo Supply.

We Love Our Printers

Is the idea of THE PICTORIAL a sound one? This is a legitimate question since there are very, very few successful local magazines in the U. S. However, time alone can provide the answer. No matter how creditable the idea, the enterprise will be judged on its ability to produce a return for its partners (none of this "the operation was a success, the patient died" kind of thing). During the first year, THE PICTORIAL earned an extremely modest return and paid what seemed to us vast sums to its printers. As for the second year, we'll be from Missouri. We'll work hard to publish a magazine that will be a credit to a fine community—and let our readers and advertisers carry on from there.

Could Be Whittier



GALE BRANDON

"Yessir, we give you two bedrooms, hardwood floors, a three-car garage and a real up-to-date map showing exactly how to find your way home."

Cartoon by Whittier college football player appeared in sample issue.

Glossy 8x10-inch photographs of pictures printed in THE PICTORIAL may be purchased at our office, \$1 each. For 5x7-inch prints the price is 60c each. Prices for contact prints and large orders may be had by phoning 45-0274. We also take many pictures which, because of space limitations or for other reasons, never appear in the magazine; you may see proofs and order prints from these negatives by calling at THE PICTORIAL office.

2723

FROM - WILLARD MILLIKAN
SOLD TO

SOLD TO

SHIPPED TO

STREET & NO.

14680 DUNTON DRIVE

STREET & NO.

CITY

WHITTIER, CA 90604

CITY

Phone: 941-2352

[illegible]

REDIFORM

7H 736

INVOICE



Allied American Television, Inc.

129-131 N. Washington Ave.
Next to Post Office

Phone OX 45-124
OPEN 9 TILL 9

THE WHITTIER PICTORIAL FOR MAY 3, 1951

Lee Smith

MOONBEAM NYLON

Malinson's 100% nylon with a rayon flake for added softness is deftly moulded in a smart summer fashion. The pleats are permanent. The garment is guaranteed washable.

Tibbetts
GREENLEAF AT PHILADELPHIA • WHITTIER

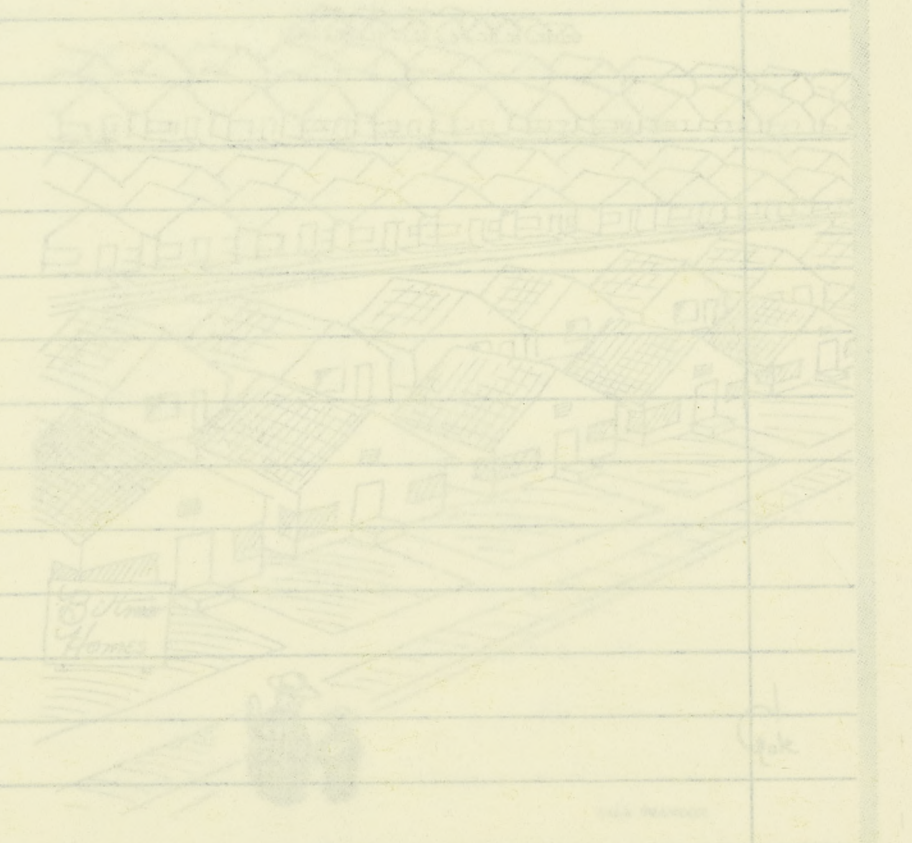


Pictorial photos must always be ready to go. You may have a lady photographer who shows them. This showed her how they felt after producing first-class. They still feel that way.

friendship and... and photographic contributions... something he hoped would be an asset to the community... Margaret Bonham, Kay Lowery, Hank Lister... work... Lee Slinkard... load, and Margaret Spinks, for a million and one helpful things.

Although many of our advertisers have... their... appreciate... We Love Our Patrons... since there are very, very few successful local magazines in the U. S. However, the... the... the operation was a success, the patient died... kind of thing... earned an extremely modest return and paid what seemed to us just... to its printers. As for the second year, we'll be from Missouri. We'll... to a fine community—and let our readers and advertisers carry on from there.

Could Be Whittier



INVOICE... wing... 45-0274

Glossy 8x10-inch photographs of pictures printed in THE PICTORIAL may be purchased at our office, \$1 each. For 5x7-inch prints the price is 60c each. Prices for contact prints and large orders may be had by phoning 45-0274. We also take many pictures which, because of space limitations or for other reasons, never appear in the magazine; you may see proofs and order prints from these negatives by calling at THE PICTORIAL office.

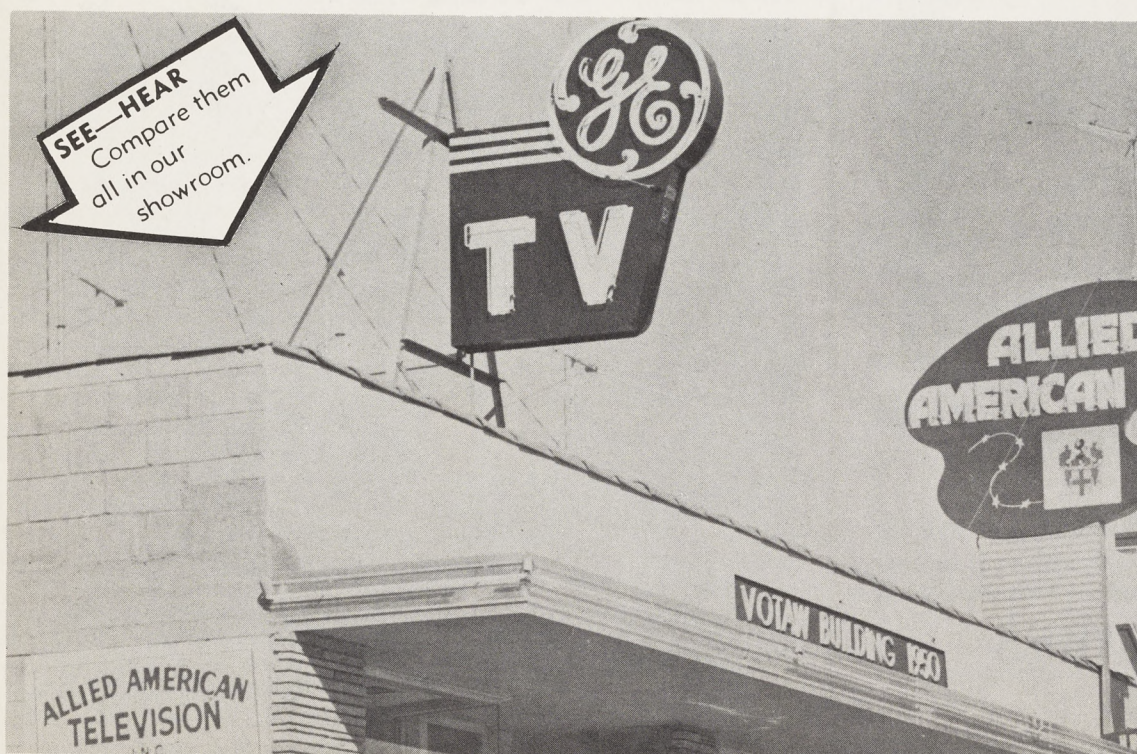


GE BLACK-DAYLITE TELEVISION

Model 17C109
\$409.95

Modern Informal Period Informal Period Formal Modern Formal

GENERAL  ELECTRIC



GUARANTEE

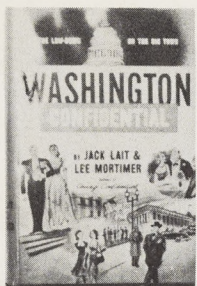
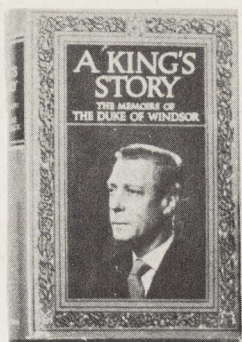
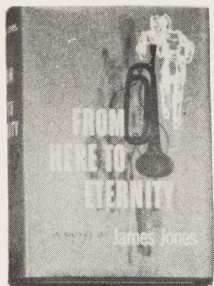
We guarantee and
service every
television set we sell!

Allied American Television, Inc.

129-131 N. Washington Ave.
Next to Post Office

Phone OX 45-124
OPEN 9 TILL 9

YOU'VE READ ABOUT THEM



A KING'S STORY:

"Among the most moving documents of our times"—Saturday Review

FROM HERE TO ETERNITY:

"A work of heroic proportions"—N. Y. Times

WASHINGTON CONFIDENTIAL:

Complete with phone numbers



**NOW
YOU CAN BUY THEM
AT**

THE WHITTIER BOOK STORE
GREETING CARDS - BOOKS - STATIONERY

SCHOOL AND OFFICE SUPPLIES

125 N. GREENLEAF

PHONE 43-953

Service THAT SATISFIES



**Whether You Are *Buying*
or *Selling* Your Property**

THE WIDDICOMBES

Realtors - Insurance

Member of Whittier Multiple Listing Service

PAINTER AVENUE AT WHITTIER BOULEVARD

OX 4-5603

Let's Not Dis-Integrate

By MABEL GEORGE HAIG

Whenever I hear a discussion of our local schools I think of the brick building in Minnesota that long ago "held my joyous spirit captive." The four rooms on the first floor always carried a rich aroma of chalk dust and children who had been sewed up for the winter. As we progressed through the second floor and into the high school at the top of the building the air grew sweeter, partly because less blackboard work was done and partly because the children of the European immigrants had learned American ways and observed the ritual of the Saturday bath.

When I reached the seventh grade, I was put to work to learn geography out of a large gray book. It was very dull. The only thing that interested me was a picture of a streetcar in a town called Ontario, in California. Two mules pulled the



car up a long sloping track. At the top they climbed onto the car and coasted grandly to the bottom. That was really something worth learning about.

Life in the eighth grade became serious. If we did not pass we could not go to high school. We had history and studied about how the wicked English came over and fought us because we threw some tea into Boston Harbor. Of course the noble Americans won the war. It was very dreary, studying history.

There were some bright spots in the eighth grade, however. We had a picture on the wall called "Baby Stuart." The brown color and

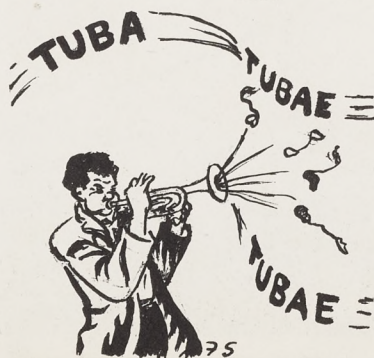
indifferent printing could not conceal the charm of the child or the skill of the artist. I loved that picture. We also read "The Lady of the Lake" and I learned most of it by heart.

Nobody ever told me that the brave James Fitz-James who defied Roderick Dhu in the poem was the great-great-grandfather of "Baby Stuart." Nor did anybody mention the fact that Baby Stuart was a predecessor of the wicked English king who sent soldiers to fight the noble Americans, or that Boston Harbor where he tea was tossed was part of the New England I had learned about in geography. We had no integrated courses in those days. It remained for a recent graduate of our Whittier High School to point out to me Baby Stuart's place on the royal family tree.

In spite of my languid interest in learning, I passed into high school, a high school that flouted no frills. We were there strictly to study English, Latin, algebra, geometry, a little chemistry, and physics. The one alleviation to this drab regime was a statue of Mercury on a wall bracket. This statue I drew from every possible angle at every opportunity, and always when I should have been otherwise engaged. This may partially explain my indifferent grades.

Latin was a horror. What was the sense of parroting "Tuba, a trumpet, tubae, of a trumpet, tubae, to or for a trumpet"? And who cared what happened to Caesar's legions? I was a grandmother before a shutter in my mind clicked open and I saw those Roman boys huddled around a campfire in the wilderness of Gaul, conversing in the spoken form of Latin, swearing by Mercury, dreaming of Italy (a country much like California where mules rode on streetcars), and being roused by the blast of a tuba. As I said, we had no integrated courses in those days.

There are children (and their parents) who feel that a too highly integrated course of study, in which the pupil is unaware that he is learning history, geography, or English, is not a successful form of education. But surely any pupil will absorb more of the significance of a piece of literature if he is familiar with the geographical background and historical setting of the characters and plot. I use the word "absorb" purposely. He may not be aware of all he learns, but some day he will see great white clouds pile up into the sky and he will say to himself, "Ruskin wrote about clouds like that once, but he saw them in England. Ruskin



was doted on by Queen Victoria and hated by Whistler. Whistler lived in Russia before he became a painter. Once he posed for Sargent, and Sargent also painted the frieze of the prophets in the Boston Library. Those prophets were in the Bible and the Bible was translated into English by the orders of James I, and James I was the grandfather of Baby Stuart, and Baby Stuart—"Life can become fascinating to a pupil if his English course is integrated with history and geography."

I agree with Perry Miller, Professor of American Literature at Harvard, when he says ("Atlantic Monthly," March, 1951), "The American often leaves his campus still vulgar and uninformed, but we do have the opportunity, more by good luck than good management, of impressing upon him the glimmerings of a notion that learning is not something apart from life."



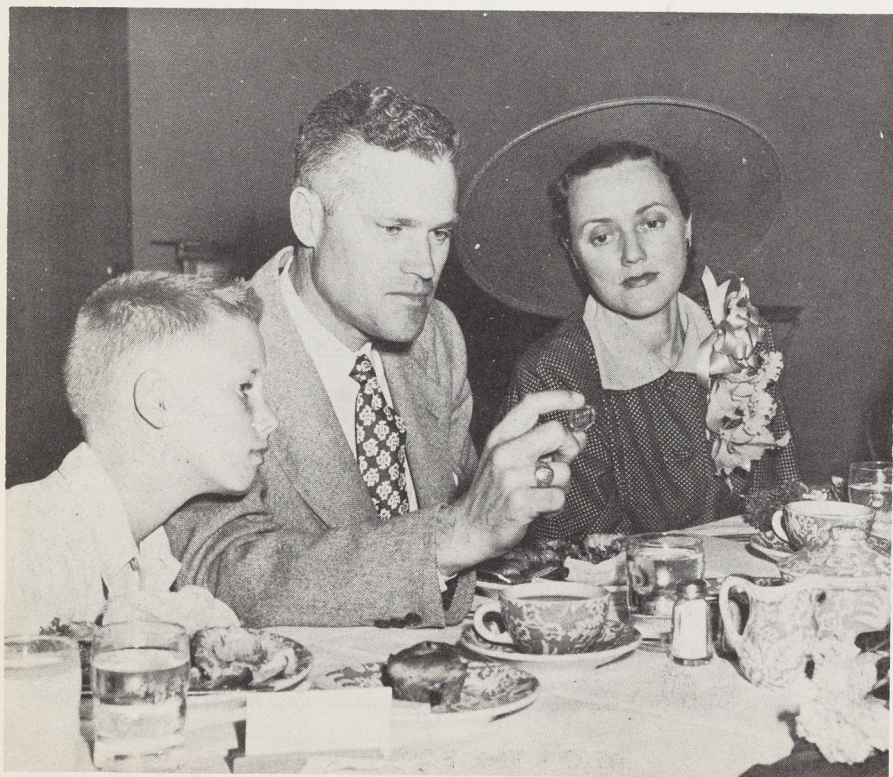
Large coterie of cameramen and Edison brass watches meter installation.

Television Comes to Friendly Hills Home

All the hoopla of big-company public relations descended upon a modest Whittier family on April 12 when the Southern California Edison Co. installed its millionth electric meter in the new home of Mr. and Mrs. Dale B. Lillywhite, 8652 La Tremolina Lane, Friendly Hills.

Through some mysterious intra-company insight, the Edison people knew ahead of time that the goldplated meter was slated for the Lillywhites. So a mammoth banquet was staged preceded by the actual installation, which was kinescoped for evening television.

Each guest at the luncheon at Welch's in Whittier received an elaborate guest list with his name imprinted in gold on the cover. Invitees included 52 mayors and 23 city managers from Los Angeles area communities, and Edison executives were a dime a dozen. The company was also celebrating its 55th birthday and the fact that since 1896 it has grown from an \$11,000 concern to a \$600,000,000 one. State Public Utilities Commissioner Harold P. Huls told the assemblage that Edison was just about the only major utility in California not presently requesting a rate increase.



Lillywhite family pauses during banquet to examine special medallion commemorating their meter.



REFRIGERATORS

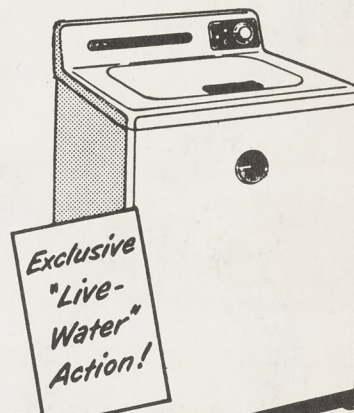
... Refrigerators

—Made for once-a-week shopping because they give you Meter-Miser SAFE Cold from top to bottom—from one shopping trip to the next. **From \$194.75**

... Automatic Washer

—With exclusive Live-Water Action that really gets clothes clean! See the famous Select-O-Dial—Rapidry-Spin—and porcelain finish, inside and out.

\$304.75



AUTOMATIC WASHER

Come in now! Learn about all the new Frigidaire Appliances



ELECTRIC RANGE

GET THIS HANDY NEW

"MARKETING REMINDER"

for use in your kitchen or by your phone!
Cover page is a handy 1951 calendar. Extra pages provide a generous supply of weekly shopping lists and reminders.

... Electric Ranges

—See the new WONDER OVEN that bakes and broils at the same time! Also, the "THRIFTY-30" electric range with the biggest oven of any household range.

From \$162.75



BECK'S FINER APPLIANCES

158 N. Greenleaf

4-3945

BALLARD and BROCKETT
presents



Joanne Cooper

... wearing a nylon taffeta swim suit by Jantzen. The suit has elasticized shirring ... it is fast-drying and in colors only as Paris prescribes them. 18.95

BALLARD and BROCKETT

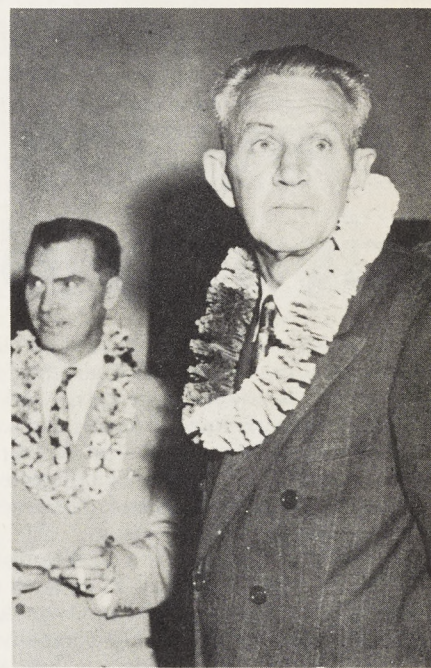
200 East Philadelphia

Credit Girls' Bosses Given Free (?) Meal

How's your credit? If you haven't met the payments on that new TV set or hot water bottle, chances are that one of the lovely ladies of the Whittier Credit Women's Club will soon be after you. The ladies forgot about your credit, however, for a fleeting moment recently when they invited their bosses to an annual dinner at the Woman's Club.

The Pictorial reporter couldn't get it straight whether the girls took the bosses or vice-versa, though one lady cracked, "We *have* to take them—their credit is lousy."

A Hawaiian motif (courtesy United Airlines) embellished the guests with the customary leis ("They were a darned nuisance," one girl commented). Principal speaker was William E. Ryan, credit manager of the Broadway department store. At their regular monthly meetings, the girls discuss how changing government regulations and economic conditions affect their duties in the collections and bookkeeping field.



Credit girls' community fair queen Alice de la Torre is gay. Robert Myers, of the department store, isn't. Ryan is in background.



WHO'S THE BOSS HERE?


Norman Smith, credit jeweler, with Mrs. Smith (left); G. E. Rinehart, building materials supplier, is dubious about lei bestowed on him by Mrs. Rinehart.



Credit Women's President Lorraine Koffler is delighted by garland she's just placed around neck of Bob McGuire, manager of Whittier Merchants Credit Bureau.



M.W. Tibbetts, women's wear retailer, attempts vainly to lay down the law to his credit girl, Charlotte Day.

 **Subscribe** THE WHITTIER PICTORIAL \$3.50

NAME _____

STREET _____

CITY _____ STATE _____



revolutionary new

Sarong
TRADEMARK

the girdle that
**walks and
doesn't ride up!**

The newest girdle idea in a decade — Sarong with the patented criss-cross front that flattens the tummy and takes you "inches in." Cut long on the thigh line and back, Sarong never breaks the dress line. Diagonal high cut in front allows completely unrestricted stride and prevents binding at the thighs when seated.

10.95

Catherine's

in Whittier at 170 So. Greenleaf



WHO will be the lucky woman to win this beautiful ermine cape stole?

It is being given away free at the Whittier Community Fair, Sunday, April 29th, at 8:30 p.m. by Furs by Slade, 167 S. Greenleaf. Visit Mr. Slade's booth for free tickets. Winner need not be present.

Furs by Slade

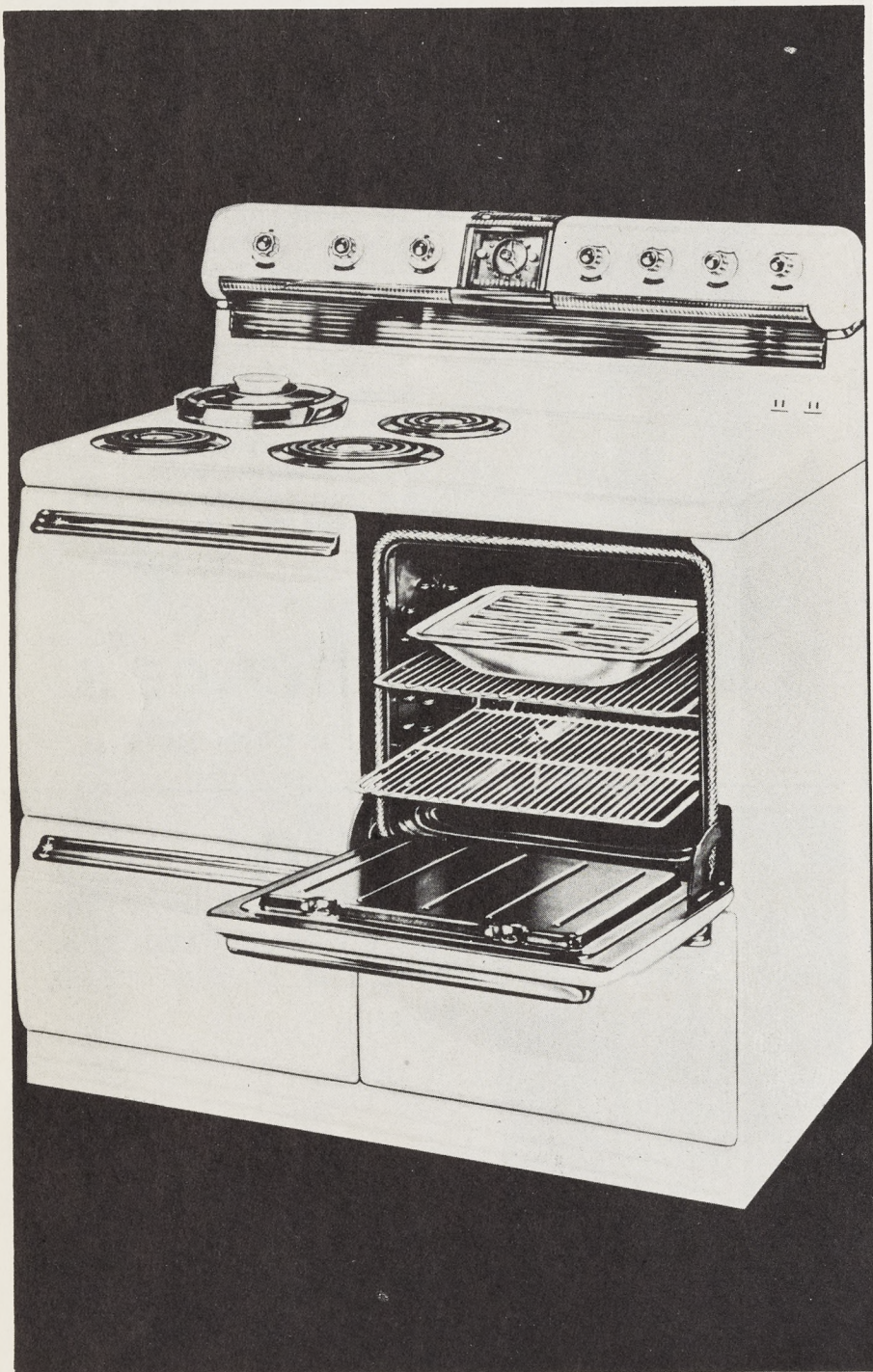
167 S. Greenleaf
OX. 4-3439
(It's Fur Storage Time!)

Mrs. Bernice Dicus, modeling

Westinghouse

SPEED-ELECTRIC RANGES

COMMANDER • MODEL BB-74



Prices Range From
\$179.95 to \$369.95

YOU CAN BE SURE...IF IT'S
Westinghouse

K. D. MILLER ELECTRIC

Since 1919

128 S. GREENLEAF

OX. 4-3641



Andy Wood, former Whittier College football player, leads his 6th graders in song at Lydia Jackson school. Visiting music supervisors were impressed with class performance.

Music Occupies Big Place In City Schools

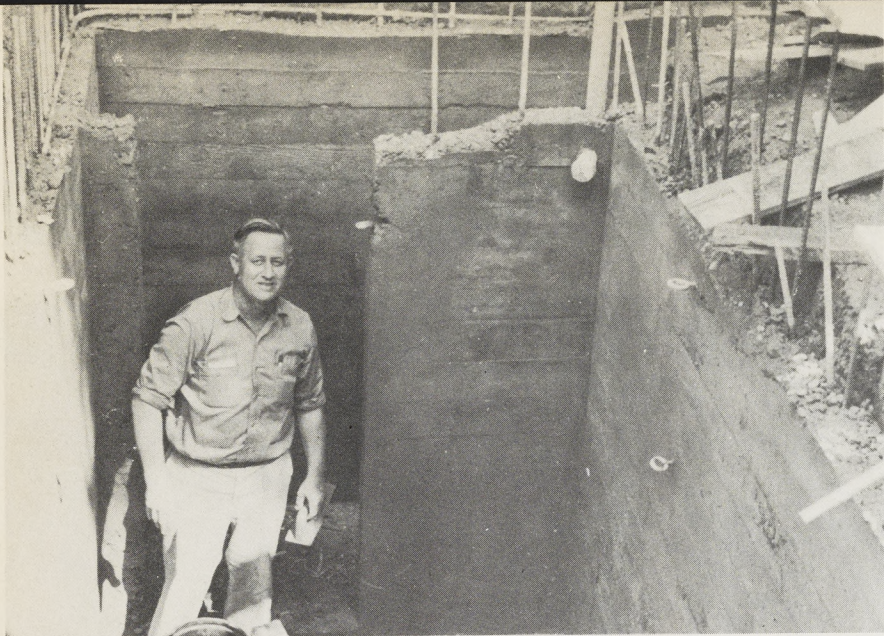
Whittier's elementary school music instruction is good enough so that Muriel Dawley, a county supervisor, brought in music supervisors from other schools recently to see how we do it. The visitors sat in on jam sessions at several elementary classrooms and left convinced that Whittier's methods could be applied with value elsewhere.

Among those who helped steer the visitors around was Mrs. Patty Schlietett, music consultant for the 12 Whittier elementary schools and who, although working here only one year, has done much to help the local music education program develop.

As one phase of that program, instructors gathered at the teachers' workshop, John G. Whittier school, and made "rhythm instruments" for later use in their classrooms. There were 20 or 30 teachers who tackled the job, and they worked on gourds, bamboo sticks, nails (from which they constructed triangles), bottle caps (for making tambourines), and any number of other items. From them they constructed simple instruments with which their small students could learn the important art of developing and maintaining a rhythm.



Workshop teachers show their products. L. to r.: Helen Chase, Marilyn Frangos, Nan Moore, Virginia Blank, Barbara Barnes, Frances Moulds, Irma Cole, Patty Schlietett, Muriel Dawley, Vera Houghtaling. Pie tins, gourds, bamboo sticks and swishers predominate.



Contractor smooths off interior of shelter. Stairs is through doorway behind him; escape hatch is out of sight in foreground.

Is It Nonsense To Get Ready For Anything

"You can take pictures, if you don't give our name or address," said Mr. X. "People might think we were silly!"

And, incredible though it might be in this year of heightened international tensions, with most of the world preparing for a new and greater, a cataclysmic war, there are people who might think Mr. X is a bit silly, so we shall not mention his name or address, other than to say he lives near the center of Whittier.

Mr. X is building a bomb shelter.

We believe that it is the first bomb shelter to be built in this community of Friends.

It is a solid structure, built according to a design furnished by the city of Los Angeles, based on recommendations of the federal government's Atomic Energy Commission. It will hold three or four people. It is well underground, made of heavily reinforced concrete and fitted with a normal cement-stair

entrance and an escape hatch. It also has a ventilating system which, if properly screened against radio-active particles and not covered by debris, will make the shelter habitable indefinitely. Even if the intake gets covered, there is air enough for several hours.

It would take a direct hit or a very near miss to harm anyone in the shelter.

Until or unless an aerial attack comes to this high priority target area, the X's will use their shelter for a deep freeze and other storage space, and a patio will be laid on top of it so that it will not interfere with wise space utilization in the back yard. But if an attack should come, the X's will have a chance.

Not so the wise acres who now think the X's are silly.

No one in his right mind would say that an air attack on the Los Angeles region is out of the question. Not these days, he wouldn't. Nor would anyone at all familiar with aerial warfare deny that if raids come, some missiles will likely hit Whittier, sooner or later, bombardiers' accuracy being what it is. And should that lamentable event materialize, there will be many a simple grin blown off wise faces and, as Mr. X predicts, "The papers probably will headline: 'X's Trampled to Death' in the rush for our shelter."

When (if) an air raid comes, many people will want a hole awfully bad—and awfully fast. The bombed and the frightened have no dignity, as any combat veteran knows. Then people will be furiously digging with shovels, with table knives, with their fingernails and, yes, with their teeth if necessary, to get underground—but fast.

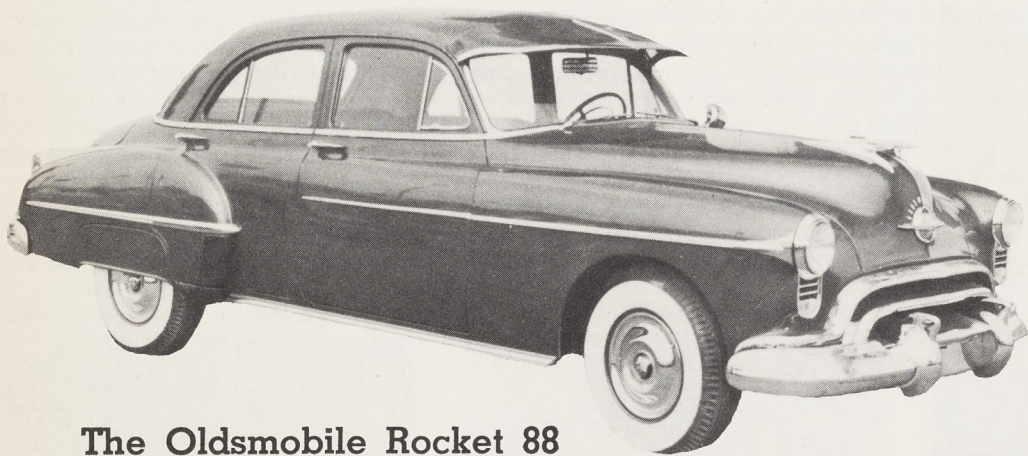
It would be so much simpler if they'd do their digging now. We don't wait for a burglar to call before putting a lock on the door—why await a Red bomber before taking common sense precautions? Why regard wise Mr. X as silly?



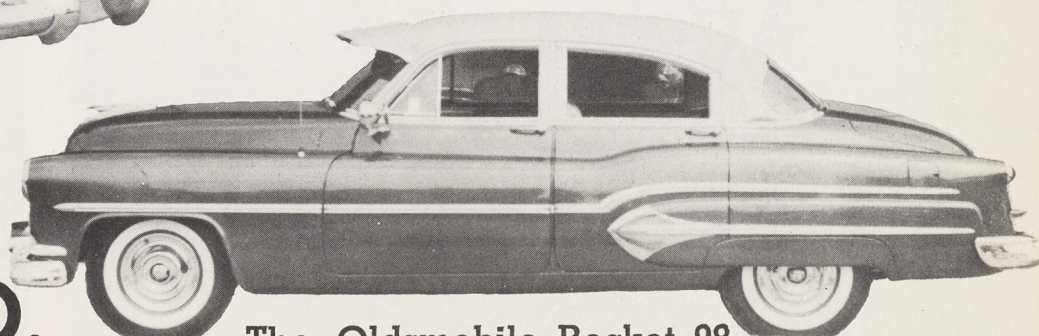
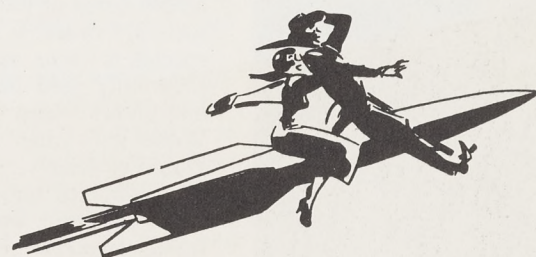
Back yard at "X's" house is badly cluttered during construction period.

Now Two Great Oldsmobiles---

Two Beautiful Bodies Two Great Rocket Engines



The Oldsmobile Rocket 88



The Oldsmobile Rocket 98

HARRIS MOTOR CO.

SALES

SERVICE

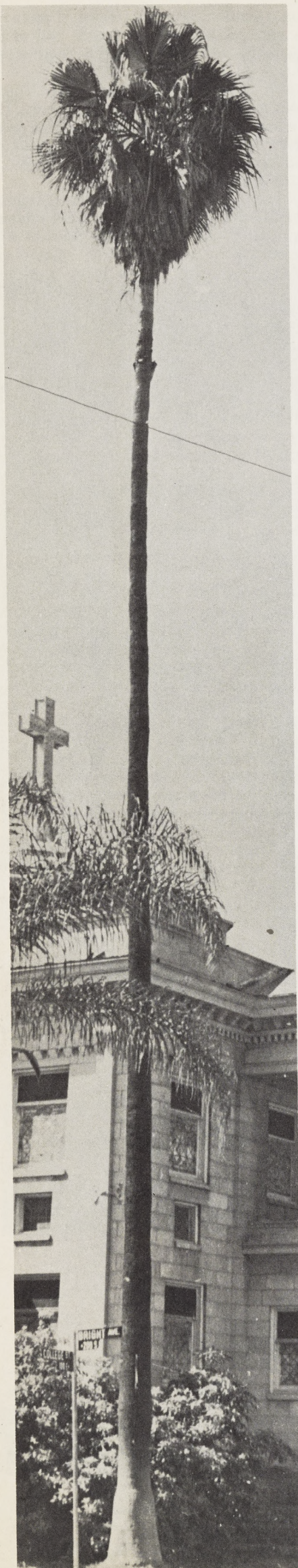
622 South Greenleaf

Phone 4-4612

FUTURAMIC-HYDRAMATIC HEADQUARTERS

See Them at the Whittier Community Fair---
April 25-29

Do You Know Your



Tall Washington gracilis at Bright and College.



W. filifera (robusta) are native to California and finest groves exist in Palm Canyon. Note how shaggy these wild trees are.



City trims robusta to make them neater, but they're then also less graceful.

An observant woman, for 30 years resident of Whittier, was asked by the writer if she knew where in town there might be some particularly interesting palms.

"Well, no," she admitted, thoughtfully. "As a matter of fact, I can't recall whether there are any palms at all in town."

She had to be reminded that there are eight thousand palms in and near Whittier, of a dozen species, perhaps more. But her reply illustrated how commonplace these striking trees are to "old timers," no matter how unusual they seem to newcomers.

A person arriving here from the Middle West, however, often is not sure whether he likes palms. To him they may seem artificial, quite unlike the oaks and elms he grew used to in Iowa or Indiana. But gradually he learns that they are every bit as ornamental and interesting as the trees "back East."

He probably will discover also that many old timers don't know much about palms. The writer, a recent arrival in California, noting that there were at least several kinds of palms, searched in vain for a resident who knew one from another, and finally was forced to track down recognized authorities. Then, believing that people should know their trees, he did this article.

Palms are interesting trees. The family is second only to the grass family (grass-grain-bamboo) in usefulness to humanity. Many millions of people live almost exclusively upon palm products. There are palms which produce both sugar and salt, some provide dates and others produce coconuts which are used for food, drink, soap and thatch. In all the world there are 2,000 to 4,000 different kinds of palms (authorities can't agree on the number), and about 150 sorts are raised in this country mostly in Florida. One of the most widespread species is *cocos nucifera*, the coconut palm, a graceful tree which is the one invariably used for illustrations requiring some sort of palm. Incidentally, no one knows where the coconut palm originated, some holding out for the New World and other authorities for Malaysia, nor can they agree on how it migrated so widely. Some botanists think that the seeds, or coconuts, could float to new homes across the oceans of the world. Others assert that the nut cannot stand long salt water immersion, and believe, therefore, that men must have transported the seed. There probably are no specimens of *nucifera* growing here. The word "coconut," according to botanists, came from the Portuguese word "cocos," meaning monkey, because, they say, the three "eyes" of a coconut resemble a monkey's face. There must be a better explanation.



P. roebellini is a nice little tree for small yards. It never grows up.



This is freak roebellini, branched, at Fred Hadley home, 432 N. Painter.



Some botanists call this *livistona australis*. It is at "Y"

South American Indians use sharp spines of arrows for blowpipes. A Hindu poet wrote of Wine palms, mostly rhapsias, give lots of sap strongly alcoholic when fermented. Ivory nut palms are carved into trinkets. And the trees literally thousands of other ways, although the palms are purely ornamental.

Identification of most local palms is not difficult. They fall into two classifications at a mere glance: feather-like (pinnate) leaves, and others with broad, fan-like leaves. Having determined which, you are halfway to the trunk—is it smooth or criss-cross? Shaggy or smooth? Ringed, and how far apart are the rings? No native palms with naturally branching trunks (like *roebellini* pictured here), and there are very few. The most notable species being the doum palm (*Phoenix dactylophora*) which tastes like gingerbread and is much loved by the African elephant. The writer does not know of any others.

California's only native palm is *washingtonia robusta*. This is a widely planted, fan-trunk shaggy with hanging dead leaves. It may be seen near Central Park, or almost anywhere else in the city. A species, called *gracilis* and there is much confusion. It is to say that according to some authorities the native is actually *robusta*; that ordinarily called *robusta* is actually *filifera* or *robusta*, can best be seen on the Whittier existing wild grove of these noble trees is in the city where thousands of them stand, some reaching 100 feet. Publicity brochures suggest that they are of import—but there is no proof, since palms do not grow in the most trees. An exceptionally tall variety of *washingtonia* specimen of this variety stands at the Plymouth College, and another in the yard of Mrs. Greenleaf. There is a splendid row of them on the west of Painter, south of the boulevard.

The normal limits of *robusta* were the Whittier

Photo for large

Whittier It's at

our Whittier Palms?



then also



Phoenix canariensis, common here, make fine ornamental tree for large yard.



Pio Pico is said to have planted these canariensis trees at his mansion where they still thrive.

use sharp spines of certain palms for poisoned
du poet wrote of 800 uses for one type of palm.
give lots of sap, rich in sugar, which becomes
mented. Ivory nuts from certain South American
ts. And the trees and their products are used in
rays, although the majority of Southern California

al palms is not difficult. You can separate all of
s at a mere glance: there are those with long,
and others with broad, fan-like (palmate) leaves.
ou are halfway to identifying the tree. Then note
riss-cross? Shaggy or thorny or bare? Grey, white
far apart are the rings? In this country there are
lly branching trunks (but note the freak *phoenix*
d there are very few such palms in the world, the
he doum palm (*hyphaene thebaica*), the fruit of
l and is much loved by such gourmets as the Af-
oes not know of any doum palms in this country.
alm is *washingtonia filifera*, and a variety of it
dely planted, fan-leaved palm which often has a
dead leaves. It may be seen on Washington Ave.,
anywhere else in Whittier. The palm has another
here is much confusion over these names. Suffice
ome authorities the variety usually called filifera,
inarily called robusta actually is gracilis. The true
be seen on the Whittier college campus. The finest
noble trees is in Palm canyon, near Palm Springs
nd, some reaching a height of more than 100 feet.
hat they are of immense age—2,500 years or more
ce palms do not have annual growth rings as do
tall variety of washingtonia is *gracilis*. One fine
ds at the Plymouth Congregational church, Bright
the yard of Mrs. E. T. Stoddard's home, 229 S.
lid row of them on Palm Ave., and another just
boulevard.

sta were the White Water river on the west, Corn



ona aus-



Writer believes this is *L. chinensis*. It's at 1113 Eastridge Dr.



Trachycarpus excelsa comes from Himalayas. Kids eat its fruit with gusto.



"We stooped to get under this tree once," says Mrs. Stoddard. Picture at left was taken in 1907, the other, this year, showing rapid growth of this species.





MRS. CHRISTINA NELSON, 105 YEARS OLD ANDY CUMMINGS PHOTO

Don't forget to

Remember Mother

on her day with a gift from Stuart's. Come in and browse among our hundreds of Mother's Day cards, unique gifts and attractive personalized stationary. There's sure to be something she'll like!

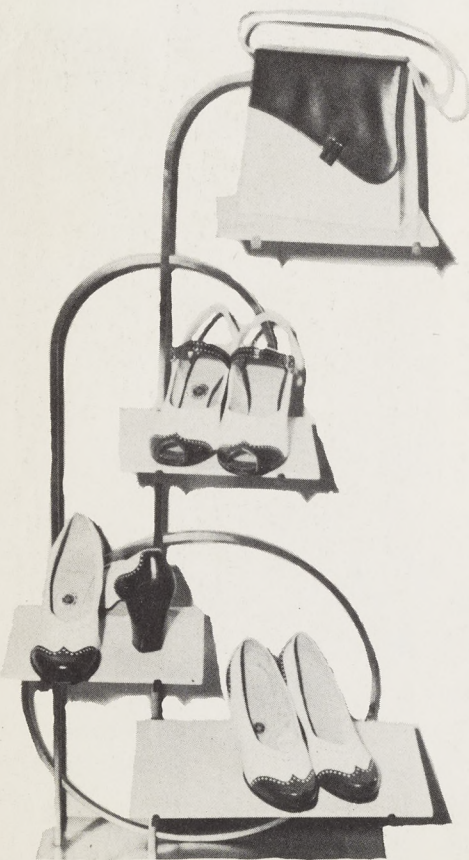
Stuart's

140 W. Philadelphia St.

Phone OX 45-172

Red Cross Shoe

SPECTATORS



Just a pretty touch you want for now and through summer—
Red Cross Shoe Spectators.

Choose yours now.

11.95



This product has no connection whatever with The American National Red Cross

Earl Douglas
"GOOD FOOTWEAR"

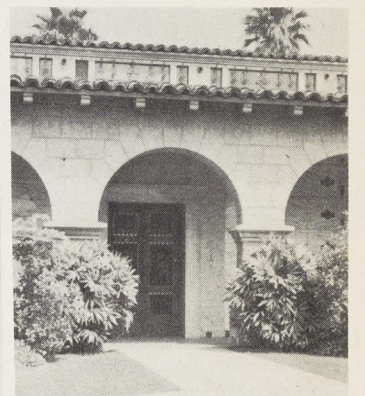
116 E. Philadelphia



Howea forsteriana is very popular palm, often potted indoors. It's sold as "kentia" and is named for south sea island where it originated. Seed must be imported.



Archontophoenix cunninghamiana and *A. alexandrae* together at 1019 Eastridge Dr.



Rhaps excelsa is weird palm from Indo-China which propagates by means of suckers. It is a true palm, uncommon in Whittier. One at left is at William Braught home, 406 N. Comstock; the one at right is at St. Rose mausoleum. Center picture shows detail of stem.

known scientifically as *trachycarpus excelsa*, and it is so hardy it can be raised as far north as Oregon. The species pictured here is a Himalayan type, often found high on those rugged, manly mountains.

Most magnificent of all palms, *pritchardia pacifica*, is not represented in Whittier, which is too bad. Although somewhat delicate, this fan-leaf palm is raised in Florida and the Whittier climate may not be too rigorous for it. It would be interesting to know whether anyone has attempted to raise it here, and with what luck. The royal palm (*roystonea elata*) also is unrepresented; it could probably be grown here, but would not attain much height.

A Chilean palm called *jubea spectabilis* is represented in Whittier by two specimens, reportedly, but THE PICTORIAL was unable to locate them for photographs. This is a useful tree. The Chileans draw the sap of it, a full size trunk yielding 90 gallons or more. It is boiled then, to make *miel de palma*, or "palm honey," used extensively as a food in South America.

Several persons helped in preparation of this article. Thanks should go particularly to naturalist-artist Cloudsly French and to Whittier college's Dr. Lois James who were especially generous with their assistance.



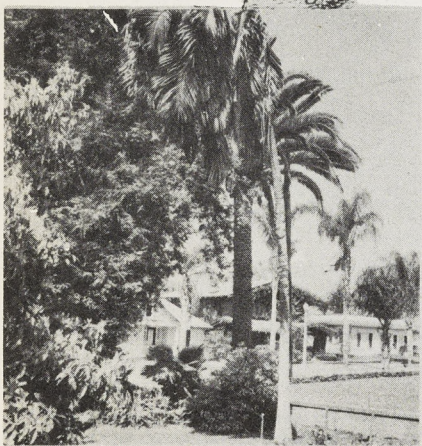
These archontophoenix alexandrae grow at 1113 Eastridge Dr. They are mighty elegant palms.



Murphy hospital is set among arecathum romanzoffianum, or "queen palms."



A. cunninghamiana is erroneously called seaforthia elegans sometimes. The latter is of another genus, only a botanist can tell them apart, however; but under any name it's a popular and beautiful tree. This is at Milton and Camilla.



This has been identified as many things, among them roystonea oleracea, or "cabbage palm" and first cousin to Florida's grand royal palm. It is at Fred Hadley's place.



The Guadalupe palm, or erythea edulis, grows wild on island of Guadalupe off coast of Lower California. It is also called the cut-throat palm, and this one is at 442 N. Bright.

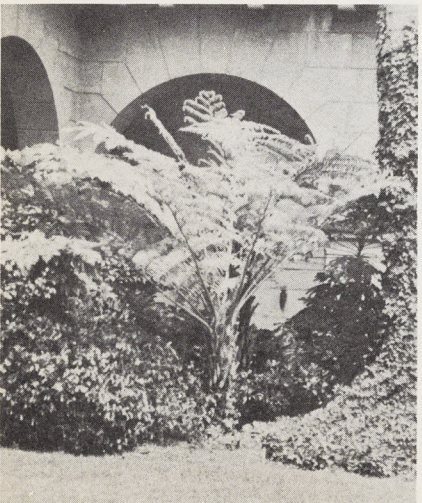
These Are NOT Palms



Dracena indivisa is popular plant, sometimes called dracena palm, but, like cycas, is not of palm family.



Cycas revoluta (this one is on Washington south of chamber of commerce office) is sometimes called "cycas palm," or "sago palm," but is not really a palm at all.



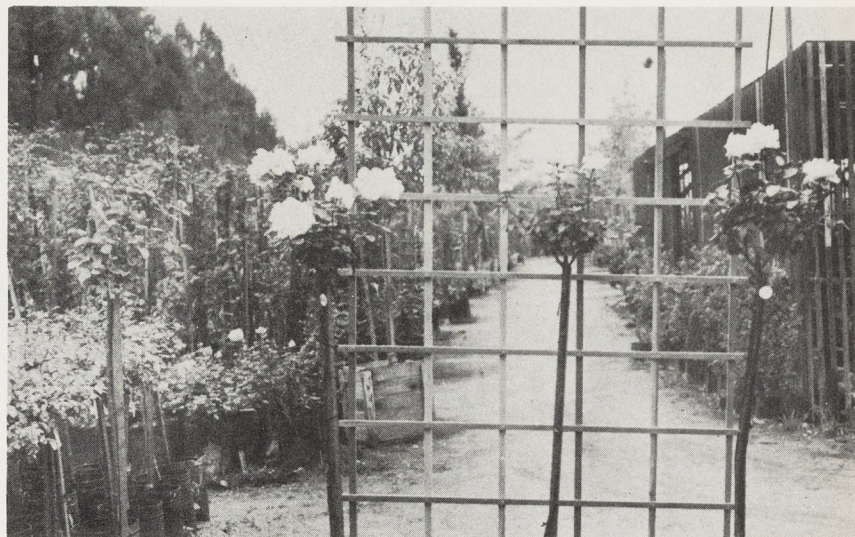
"Tree fern palm" is neither tree nor palm. Scientific name of this species is alsophila australis.



Beaucarnia recurvata is Mexican importation at the William Cobb place, 401 W. Walnut. It is no palm.

Tree Roses

NON-PATENTED \$3.50 EA.
PATENTED \$4.50 EA.



Write For Our Spring Planting Guide

Tomlinson's **SELECT** Nurseries

Phone OX. 4-3222

11758 E. Whittier Blvd.

Pico Men Who Are Interested in Future of This Community



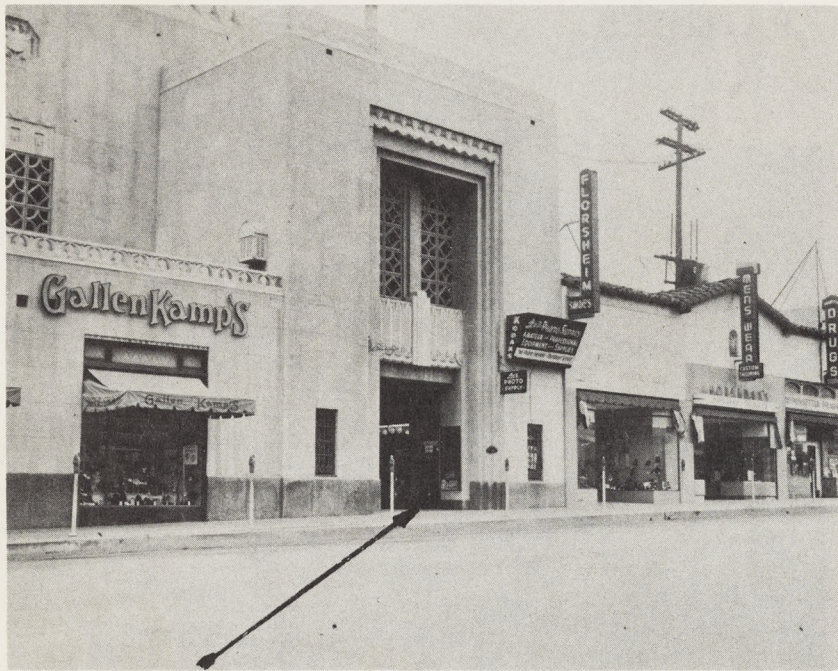
An Independent Bank With Personal Service

We Welcome Discussion on All Types of Loans

PICO CITIZENS BANK

9234 EAST WHITTIER BLVD. OX. 9-6723 and 9-6733 PICO, CALIF

2 CONVENIENT LOCATIONS



114 E. Philadelphia Street
In the California Bank Building



11156 E. Whittier Blvd.
Between Broadway and Norwalk Blvd.

3 OUTSTANDING SERVICES

Guaranteed REPAIRING
All Makes of Cameras and Projectors
DOMESTIC AND FOREIGN

We Are Authorized Dealers for
EASTMAN KODAKS
GRAFLEX
BELL & HOWELL
REVERE ARGUS AMPRO
SAWYER'S VIEWMASTER
BAUSCH & LOMB

PHOTOFINISHING
24 Hour Service

FINEST QUALITY
Sparkling Prints
Enlargements
Photostats
Copies



48-Hour Color Finishing Service

WE RENT

Movie and Still Cameras
Movie and 35 mm Projectors
Flash Cameras
Movie Sound Projectors
Light Reflectors
Tape Recorders

We Also Have A Well-Equipped Darkroom FOR RENT

Lee's

OXford 42-9324
OXford 4-3879

PHOTO SUPPLY

114 E. Philadelphia Street 11156 E. Whittier Blvd.

VISIT OUR BOOTH NO. 9 AT THE WHITTIER COMMUNITY FAIR — APRIL 25-26-27-28-29!

WHITTIER SNAPSHOTS

DeMolay Dance



The local De Molay chapter, celebrating its 25th anniversary early this month, held a dance at the Woman's Club April 7th. Here Gerry Palmer and Henry Primanti, left, and Gretchen Haas and Danny Spencer, Master Councilor of the chapter, whirl to music of the Harvey Hoover band. The band originally slated to furnish music didn't show up and the Hoovers volunteered to fill in. They did a fine job of it, De Molays agreed, although with an only four piece band.

PICTORIAL Proof!



Harry Warner, Tuck Runkle and X. X. Mitchell grasp three whopping sea bass they caught on a fishing jaunt to Ensenada recently. Bob Alexander lurks in the background and Ed Peck took the photo.



young america's favorite meal
... at

Jack's

SALAD BOWL

UPTOWN

BEVERLY FOUNTAIN

Open All Nite

FISHING SEASON OPENS APRIL 28!

Make Sportsman's Paradise
your

Fishing Tackle Headquarters

Check These Specials

Glass fly rods	12.95
Glass casting rods	5.95
Fly reels	2.95
Level fly lines	1.49
Tapered fly lines HDH ..	6.95

We have an exceptional stock of waders, sleeping bags, all types of trout tackle, worms, salmon eggs and clusters. Also, every type of spinning reels, lines and rods.

LICENSES...FREE INFORMATION

Sportsman's Paradise

227 W. Philadelphia St.

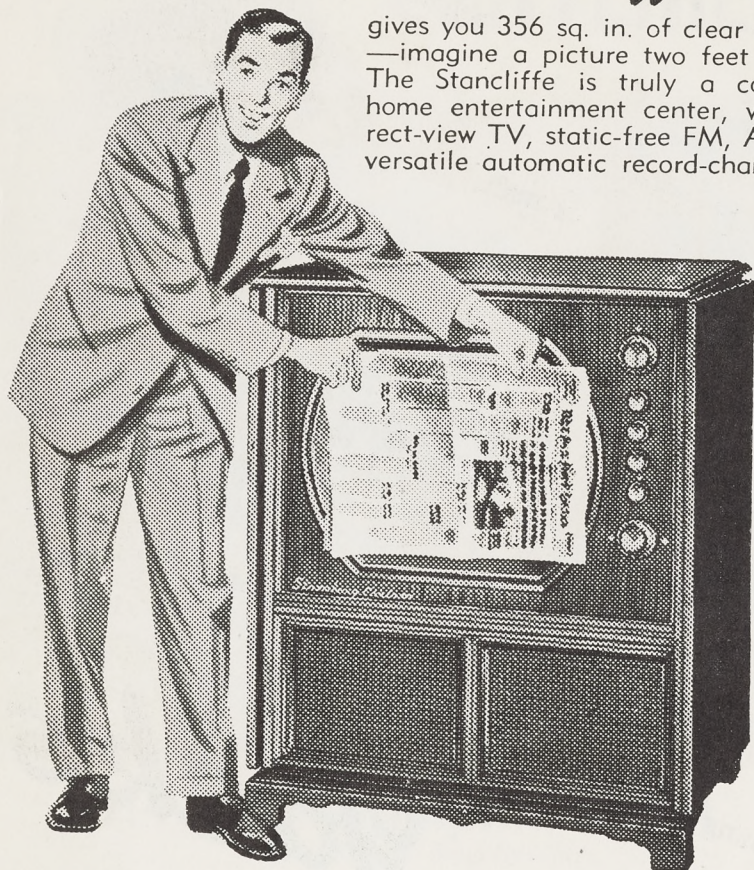
OXford 4-4238

Visit Our Four Booths at the Community Fair!

The STROMBERG-CARLSON

Stancliffe "24"

gives you 356 sq. in. of clear viewing—imagine a picture two feet across! The Stancliffe is truly a complete home entertainment center, with direct-view TV, static-free FM, AM and versatile automatic record-changer.



"There is nothing finer than a Stromberg-Carlson"

WHITTIER RADIO & TELEVISION
182 SOUTH GREENLEAF

These Ladies Offer Efficient Service



Pico-Rivera Building Loan Association

9219 E. WHITTIER BLVD.

OXFORD 9-6453

Oldest Locally-Owned

Financial Institution in This Area

ALL ACCOUNTS ARE INSURED TO \$10,000
BY FEDERAL SAVINGS AND LOAN ASSOCIATION CORP.



WE PAY

3%

ON SAVINGS



New VFW Officers



The Veterans of Foreign Wars have installed new officers for the coming year and here they are: front row, left to right, S. P. Anguiano, adjutant; Don Lilly, chaplain; Francis Stillson, senior vice commander; Earl Cregger, commander; Cliff Eaves, stand-by for junior vice commander Floyd Harris; Marion Kelsey, quartermaster. Second row, left to right: C. W. Forbes, historian; Steve Johnson, surgeon; Hap Johnson, guard; Jerry Weadon, judge advocate; Don Peters, service officer; and Henry Meyers, officer of the day.

Tarzantics



Springtime brings tree-time for youngsters and the photographer caught this gang playing apeman one afternoon in a tree near W. Whittier school. Most of them are kindergarten Tarzans and they are, left to right: Jimmy Busigian, Edward Vierra, John Moralez, Bill Ralston, and Roxie Cline.

Chamber of Commerce Banquet



Some 400 persons, a capacity crowd, turned out for the annual Chamber of Commerce banquet at the Woman's club dining hall recently. They ate fine ham dinner, saw the chamber's new officers introduced, and heartily applauded a talk by L. A. Congregational minister, Dr. James Fifield, a man of quite pronounced opinions.

Know Your Birds



Among the worthwhile projects of the Audubon Society is its educational campaign directed at school children. It aims to teach them to recognize the wild things they see and, knowing them, to value and want to preserve them. During recent weeks members of the local unit of the Audubon Society have given their time to this program, presenting illustrated lectures to many grade school classes. Here Mrs. Everett V. Steele, 10243 E. Strong Ave., shows slides of native birds to second graders at Lincoln school.

Whittier Wildcat



One of the closest-to-Whittier wildcats to be drilled in many a year is this test in Turnbull canyon, just outside the city limits. You can see the lights of Whittier and L. A. beyond the rig lights. When this picture was taken, the bit was down about 1,200 feet and would go to 7,000 or 8,000 seeking oil—working for another two or three weeks. The Los Nietos company, Union Oil subsidiary, is drilling the wildcat.

Are You Ready for "Mr. Trout"?



SEE US FOR ALL
YOUR FISHING NEEDS

Whittier Sporting Goods

John F. Baker, Proprietor

157 S. Greenleaf

OX. 4-3144

Rods - Reels - FISHING LICENSES - Lures - Lines

the **HUB** of
used car business in Whittier

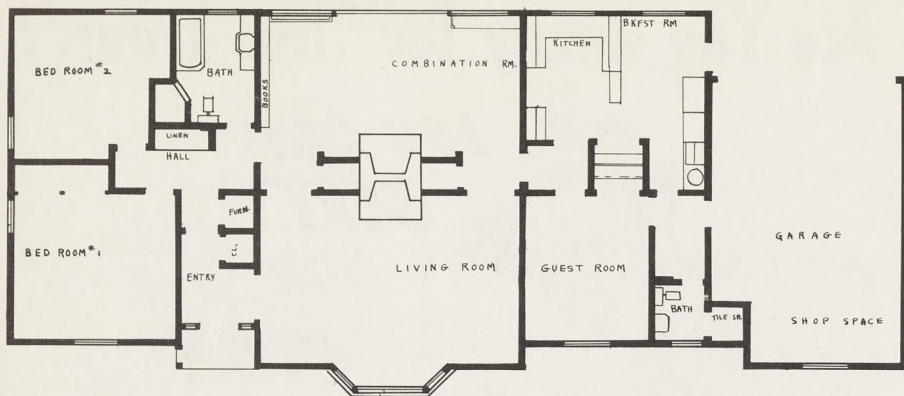


WE HANDLE NEW-CAR

TRADE-INS EXCLUSIVELY

URICH-GIBBS MOTOR CO.

On Whittier Boulevard at Greenleaf
Phone OX-4-4645



home + hearth

By ALBERTA STONE

Like many another young couple, Hubert and Louise Perry literally dreamed up their ideal house. Unlike most, however, they picked the best place in the U. S. A. for dreaming architectural plans: Williamsburg, Va., whose Colonial splendor made a lasting impression on them that has found its way into tangible brick, paint and mortar.

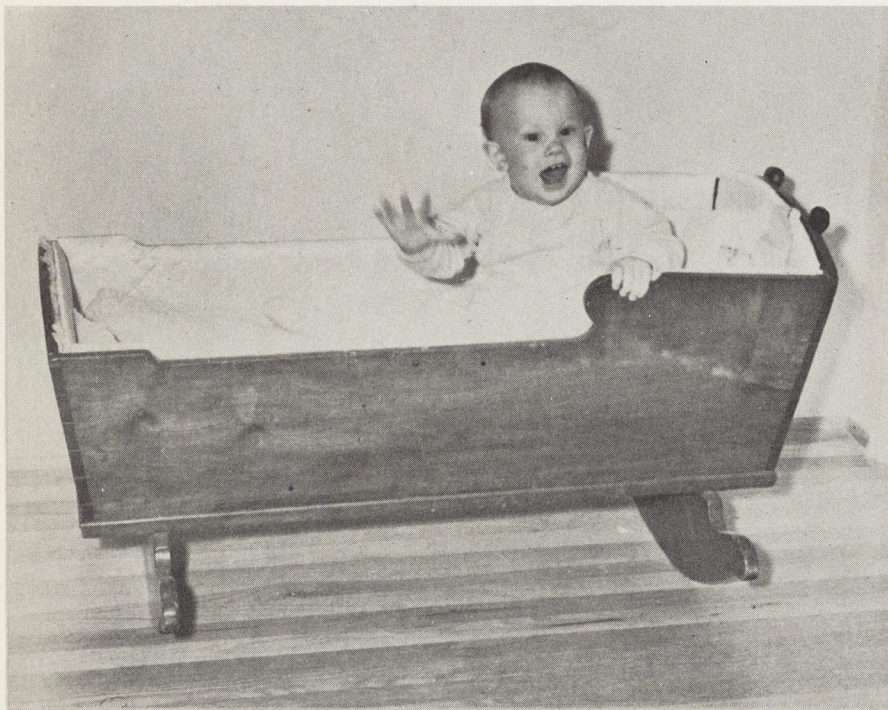
Accordingly, things had to be just so and even after they moved into the house they long had planned in Buena Vista Terrace, at 1330 Bronte, the Perrys had much to do. They did all the exterior painting themselves, as well as some of the finish carpentry, and most of the interior painting, even mixing the colors until they completely satisfied. The papering was done professionally, but to the visitor, the overall effect in this modified Cape Cod, Colonial-type home is that of perfection.

Perhaps the outstanding part of the house lies in the combination dining room-den, which is typically early American, with its oval table, dry-sink (now planted), open hearth, and wing chair. Here also are book shelves and desk, with a plate rail traveling around the whole room. On either side of the Dutch door leading to the kitchen are indented shelves which hold Mrs. Perry's collection of demi-tasse cups and saucers. The mustard-colored cottage curtains complement the predominant ruby-red of the Pennsylvania-Dutch wall paper. The knotty pine panelling is hand—and they do mean hand—rubbed to a satin finish.

The more formal living room features a bay window draped in white organdy crisscross curtains made by Mrs. Perry, as were the beautiful lamp shades throughout the house. Unusual paper in the entry tells the tale of Paul Revere in picture and poetry.

The very compact kitchen is joined by a combination breakfast-sewing-laundry room that is just as attractive with its peasant paper and Dutch curtains as it is useful. The bedroom off this end of the house will later be used as a play room for 11-month-old Lee Bacon Perry.

Much of the furniture used throughout the house is antique, handed down in the Bacon family. Other pieces have been routed out of by-way shops and beautifully refinished by the present owners themselves.



Young Lee has outgrown this antique cradle.



Simplicity

describes this conversational grouping in the living room of Mr. and Mrs. R. J. Wilson, 1452 Chestnut St., Whittier. The graceful lines of the French provincial table are well in tune with the pair of deeply quilted side chairs.

Colors in the faille print used in the chairs are cleverly repeated by Mrs. Wilson's floral arrangements, with their cocoa, deep brown, greens and reds—all highlighted with white.

The Wilson home is convincing proof that furniture arrangement and color harmony are very important to your home. We of The Colonial Shop will be glad to help you coordinate your house furnishings and solve your decorative problems.



The Colonial Shop

1416 West Whittier Boulevard
(Whittier Theater Building)
OXford 4-3584



⬆ The Boston rocker and heirloom churn blend into the study area, with recessed bookshelves above closed storage cupboards.

Dining area of den holds this gleaming early American table with its large copper pot. ➡



↙ The used-brick fireplace is topped by a Revolutionary musket, made in 1760. The mother-daughter wing chair is upholstered in fabric matching the wall-paper.



Gorgeous VIEW HOME



This lovable home is typically Californian in the most modern manner. Eight rooms with three large bedrooms and recreation room. Located on just the right site for a survey of nature's beauty. Truly an engineered home of finest quality workmanship, materials and appointments throughout. Arrange with us to take a look. It will be a pleasure to show you through.

The price is \$39,500. Terms; owner will consider smaller Whittier home in exchange.

C. ORIN SWAIN

Realtor — Builder

Member of Whittier Multiple Listing Service

TWO OFFICES FOR YOUR CONVENIENCE

240 E. Philadelphia St., Whittier, Calif.

14136 E. Whittier Blvd.

Building Sites

Fine Homes

OXford 4-2024

OXford 4-6012

Subdivision Property



We Build and Install

Redwood FENCES

Sash & Doors

Paint

Lumber

Hardware

Millwork

Cabinets

Store Fixtures

Window & Door Frames

RICHARDSON Mill & Lumber Co.

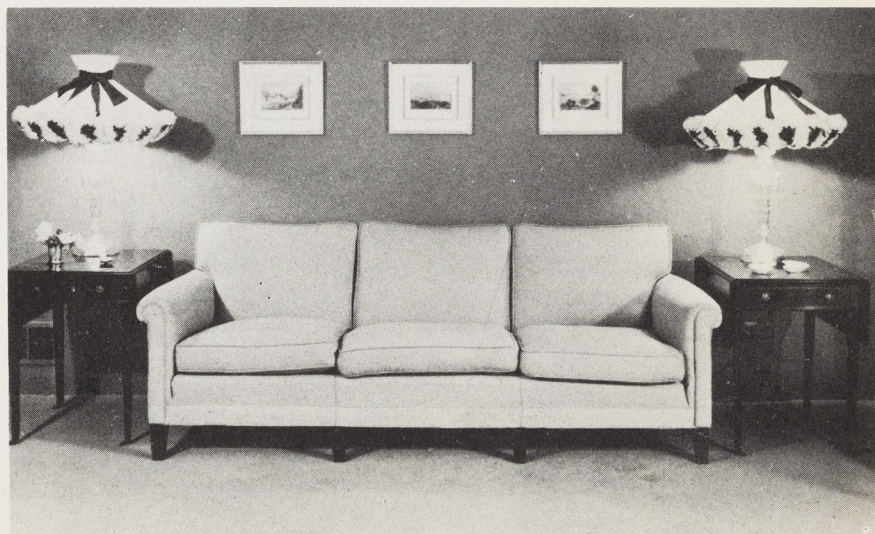
--Down by the River--

9613 E. WHITTIER BLVD.

OXFORD 9-6603



Master bedroom holds this four-poster cherry wood bed with canopy, flanked by the antique wash stand with bowl-and-pitcher lamp. Rose and white are the colors.



Lovely lamp shades made by Mrs. Perry spark the colonial living room, done in Williamsburg green with white panelling on the fireplace wall.

'Teen Troubles Aired In College Lab Play



1—"She looked so sophisticated and slinky!" says Ruth (Mary Hammond), telling impressionable Sally (Arlene Slaughenwhite) about kind of clothes she'd like despite parental objections.



2—"They can't whip me—I'm too big!" Ruth snaps. She is maladjusted teen-ager whose conflict with parents provokes similar strife about dating between Sally and her family.



3—"You're unreasonable and mean and you never want me to have any fun!" blurts Sally as she gives parents ultimatum that she be allowed to go out on dubious date or leave home.



4—Mother and father (Joan Floyd, Dick Thorman) are aghast at possible loss of daughter. "Oh, John, are we being pushed out?" is mother's anguished question as they talk it over.

"Just another one of those weeks?" you might ask on being told that the first week in May is Mental Health Week. Hardly . . . but it does represent a nation-wide move to dramatize the fact that *one out of every ten Americans suffers mental illness*. In Whittier, college students presented "High Pressure Area" as their contribution toward an understanding of the stresses that result in emotional instability. The play deals with the dating problem of a high school girl and the success of her parents in utilizing goodwill to help her work out the problem. Available to P.T.A.'s and similar civic groups, the play has been used for three years to introduce college freshmen to a section of the course on marriage and home life.

The Whittier chapter of the Southern California Society for Mental Hygiene once again is sponsoring a series of valuable newspaper articles on a half dozen aspects of mental health. They will appear in The News and the Star-Reporter between May 2 and May 8.



5—Sally realizes parents are really on her side when understanding mother gives her train ticket for Chicago holiday. Ruth is dumbfounded by kindness she's never known. Gesture keeps family intact.



After play, class discusses its meaning with Prof. De Lisle Crawford, director college theater. Student director Helen Beyer (center) listens intently. Audience stage gets first-class opportunity to 'live' laboratory play with actors.



BANK is given to you at the time you start your Club account.

This Can Be Yours

HEY KIDS!

Have You Joined Hopalong Cassidy's Big Rodeo Savings Club?

You can become a Tenderfoot — a Wrangler — a Bulldogger — a Bronc Buster — a Trail Boss — Straw Boss — and even a BAR 20 Foreman

Hoppy's Own Rank



Tenderfoot



Straw Boss



Wrangler

Hoppy wants all kids to learn how to earn money and how to save money and he will personally send you a free 8-piece saving kit.

Start Today---Save \$2.00

And **LISTEN!** Kids

You Can Ride Topper

---Hoppy's Own Horse at the Fair



FREE

Put \$2.00 in the Big Saving Rodeo at

SECURITY-FIRST NATIONAL BANK

Whittier branch

Dear Boys and Girls

We have celebrated many events and shared many experiences with Tim and Tess Miller. We worried about Pomeroy, their pet turkey. We discovered the *REAL* Christmas Spirit. We started the New Year with a *RISE AND SHINE* day. We built



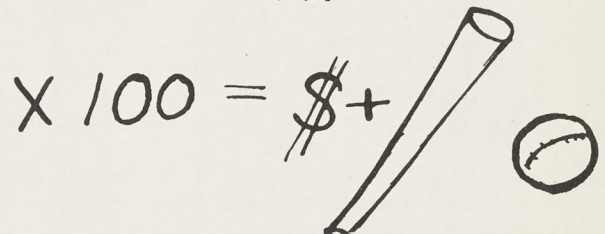
a wonderful snowman. (Have you checked whether he is still up there in the mountains?) In February we did our best to find out the Who and Why of this Valentine business. And you must admit that Tim did have a *MOST* unusual birthday party. And of course we discussed the Great Problem of our friend Fluffy the most fluffy Easter bunny. If you remember our last story, we couldn't find Tim and Tess . . . but we did find many other signs of Spring.



But today I have a special-serious kind of story to tell you that I hope will someday become a part of your own Life-Story . . . and here it is . . .

Tim just won a regulation baseball and bat. And he didn't get it for guessing the number of times a puppy wags his tail . . . or by sending in 20 box tops to a bottle cap company. He won his regulation baseball and bat for selling 100 copies of the last *WHITTIER PICTORIAL*.

And you can bet that he and his family are mighty proud.



Tim likes his *PICTORIAL* job for many reasons. He only *has* to sell and deliver on every other Thursday. Of course he can try selling *PICTORIALS* for as many days after that as he wishes. The nice part about it is that the people in his neighborhood look forward to seeing him and receiving their latest issue. Tim has made a lot of friends that way. Besides earning his own spending money Tim has many chances for winning points for prizes . . . (like the regulation baseball and bat). He makes six cents a copy and \$1. for every subscription. Tim has his own system. He has built up a list of "regulars", and then each month he expands his territory and looks for "newcomers". His biggest ambition is to win a bicycle in one of the big *WHITTIER PICTORIAL* contests.

As with any job . . . Tim has learned a few very important facts. And I asked him to write them down for you:

1. Always be polite. Especially to costumers.
2. Return what you can't sell back to the office in time for other kids to use them.
3. How much money you make depends on how hard you work.
4. Working for the Whittier Pictorial is fun.

Tim

Good Luck,
Grandma Whittier

Kitchinning

with MAYBELLE and MARTITA



Mrs. Holcomb makes the cake, and like we say, Mr. Holcomb goes wild about it.

COCOA UPSIDE-DOWN CAKE

Mrs. Clifford S. Holcomb, 2159 S. Las Lomitas Dr., is president of the Opti-Mrs. club, but she is probably at least as well known for her Cocoa Upside-Down cake. She has been making this dessert for about five years, ever since she ran across the recipe in an old magazine.

"Everyone goes wild about it," she said. "Especially Mr. Holcomb."

It takes only a short time to make. Take:

One cup flour, 1/4 tsp. salt, 3/4 cup sugar; 2 tsp. baking powder; 2 tsp. cocoa. Sift into bowl. Add 1/2 cup milk, 1 tsp. vanilla, 1 cup nuts, 2 tsp. butter. Beat well and pour into baking dish (5 1/2 inches x 9 1/2 inches is best).

Then top with 1 cup brown sugar, 1/4 tsp. salt, 4 tbs. cocoa mixed and sprinkled over cake. Then pour on 1 3/4 cup hot water. Bake 40 to 45 minutes in 350 degree oven.

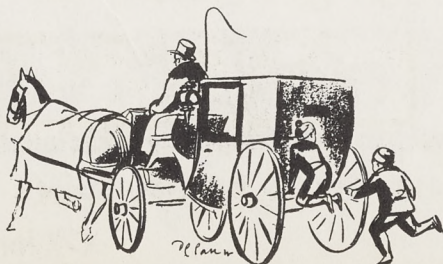
This will serve six persons, but it should be served warm. Turn it upside down when putting it on serving plate.



Hitching Post

One of the firmer relics of a by-gone Whittier is this tree-shaped iron hitching post, still solid enough to hold the most rambunctious buggy horse 40 years after it was imbedded at 417 N. Greenleaf.

The house which the hitching post served was the home for many years of Judge Edward J. Guirado and Howard Hinton moved into the house six years ago from Wellington, Kansas. He says he can't remember any horse being tied to the post during his residence and probably the post hasn't been used for several times that period.



NOW! More Than
Ever Before . . . It
Behooves the Whittier
Housewife To
SAVE!

Save Food---Save on Food Prices
Buy in Large Quantities and Store It With Us

Whittier Frozen Food Service

185 N. BRIGHT

4-3066

Fresh Vegetables

Groceries

15-Day Aged Meats



Hank's PANTRY

FROM 7 A.M. to 8 P.M.

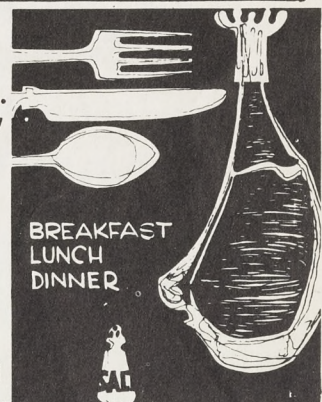
FEATURING QUALITY STEAKS & CHOPS

Also fast fountain service, home-made pies
and Donuts by Mark

133 N. COMSTOCK

OX 41-4491

Right Next to P.E. Bus Depot



BREAKFAST
LUNCH
DINNER



INDIVIDUAL CHICKEN PIECES

(Your favorite piece of fresh ranch chicken)

CHICKEN PIES — Strictly Home-Made
(no vegetables—15 min. in your oven)

Country Club
CUT CHICKEN

Open 9 to 6

OX 4-4007

135 N. COMSTOCK

PIANOS SOLD, RENTED, BOUGHT, TUNED

Pianos by

Estey - Gulbransen - Hardman - Harrington

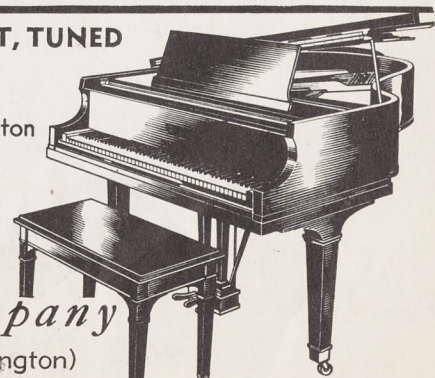
Kohler & Campbell - Minipiano

Connsonata Organ

Hammond Solovox

Gould Music Company

243 E. Philadelphia St. (at Washington)





PERFORMANCE . . .

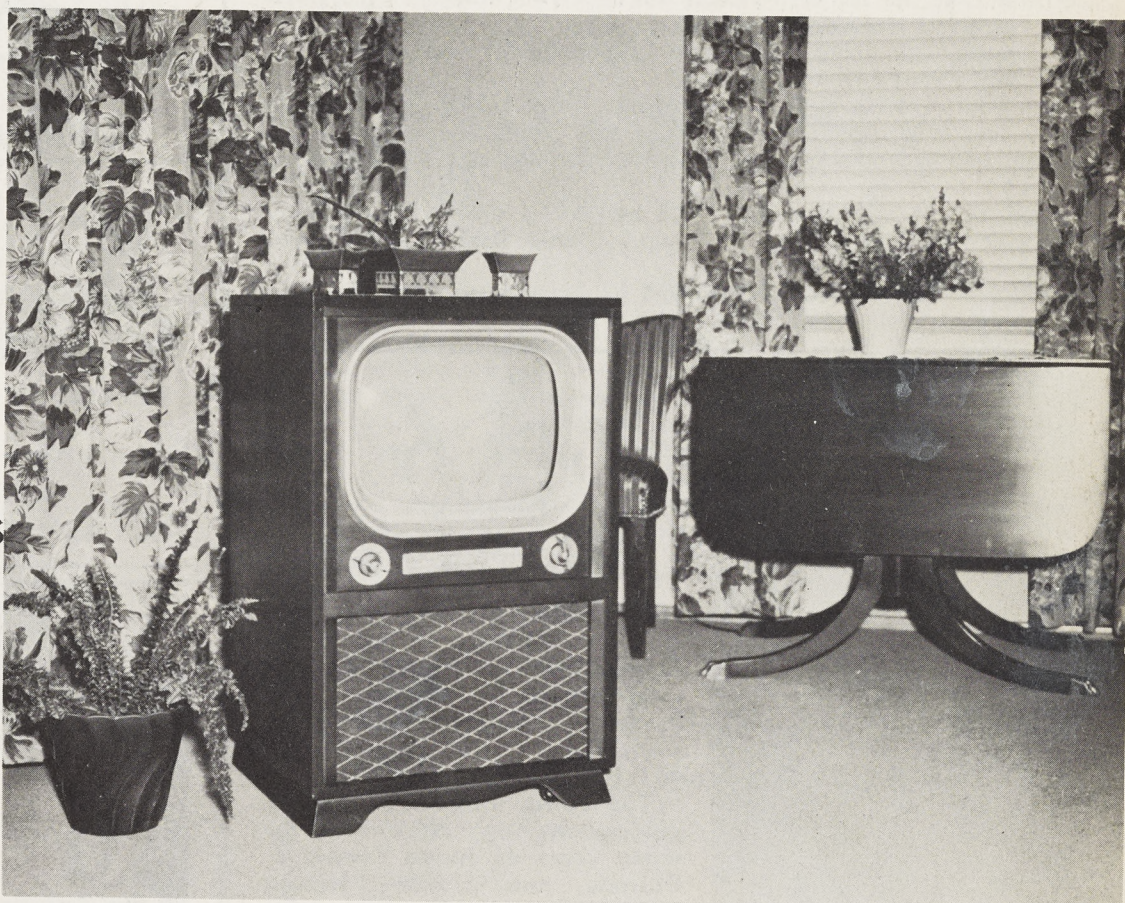
Engineered in the West for the West, Packard-Bell models are unsurpassed for Western reception

. BEAUTY

Styled in the West for the West, Packard-Bell models are unsurpassed for Western living

Packard-Bell
PERFORMANCE *P-B* BEAUTY
TELEVISION

Just one of the many homes
satisfied by Packard-Bell
and Pico Palace Sales



PICO PALACE SALES

Pico Palace Sales Offers a Complete TV Service Dept.

9561 E. Whittier Blvd., Pico

OXford 9-1224